

PROJECT DISSERTATION

ON

**A STUDY ON MAJOR FOOD DELIVERY
APPS IN INDIA**

Submitted By
Sandeep Sapkal
(2k17/MBA/076)

Under the Guidance of

Mr. Mohit Beniwal
Assistant Professor



DELHI SCHOOL OF MANAGEMENT
DELHI TECHNOLOGICAL UNIVERSITY
Bawana Road Delhi 110042

CERTIFICATE

This is to certify that the dissertation report titled “Study of Food Delivery Apps of India” , is a bonafide work carried out by **Mr. Sandeep Sapkal** of **MBA 2017-19** and submitted to Delhi School of Management., Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the Requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head(DSM)

Seal of Head

Place:

Date:

-DECLARATION

I, SANDEEP SAPKAL, student of MBA 2017-19 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report “**A Study on major food delivery apps in India**” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

PLACE:

SANDEEP SAPKAL

DATE:

ACKNOWLEDGEMENT

First of all, I would like to thank Mr. Mohit Beniwal, who was my guide and my mentor during this project, for providing me with the opportunity to do this dissertation under his guidance and expertise.

I would also like to extend my gratitude to my Parents, Mrs. Jyoti Sapkal and Mr. Kishor Sapkal, who provided me with their love and support whenever I needed it.

Lastly, I would like to thank God for giving me the skills and the patience because of which this project was made possible.

Sandeep Sapkal

ABSTRACT

The online food ordering market in India is likely to grow at over 16 per cent annually to touch USD 17.02 billion by 2023, according to a study by business consultancy firm Market Research Future.

The Indian online food ordering market is slated to grow at a CAGR (compound annual growth rate) of 16.2 per cent at USD 17.02 billion by 2023," it said.

According to the study, 95 per cent of the respondents surveyed order food online, owing to promotional offers and discounts, while 84 per cent individuals said its hassle-free and time-saving.

According to recent survey the food delivering companies are paying 40,000-50,000 to their delivery executives which was earlier 18,000-20,000

It added that 78 per cent of the individuals order food online because its convenient. And 73 per cent order food online because of a wide variety of cuisines on a single-click.

The study aims at studying the major factors which influence customer's decision to select any app for ordering his/her food, moreover what is the most preferred mode of payment by customer. The marketing tools which are useful in reaching the customer.

The second Aim of the study is to identify the relationship between the most used app factors analysis to factors which customers use to select to choose a app to order their food.

Table of Contents

Chapter 1 Introduction.....	19
1.1 Industry Profile	
1.2 Companies Profile	
1.3 Objectives	
Chapter 2 Conceptual Framework	40
2.1 Competitors Analysis	
2.2 Literature Review	
2.3 Research Methology	
Chapter 3 Data Presentation & Analysis.....	50
3.1 Data Analysis	
Chapter 4 Summary and Conclusion.....	67
4.1 Conclusion	
4.2 Limitations	
4.3 Suggestions	
References/Bibliography	

CHAPTER - 1

1.1 INDUSTRY PROFILE

FOOD INDUSTRY IN INDIA

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

The food industry, which is currently valued at US\$ 39.71 billion!, is expected to grow at a Compounded Annual Growth Rate (CAGR) of 11 per cent to US\$ 65.4 billion by 2019. Food and grocery account for around 31 per cent of India's consumption basket.

Accounting for about 32 per cent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments in the business. It has approved proposals for joint ventures (JV), foreign collaborations, industrial licenses, and 100 per cent export oriented units.

Market Size

The Indian food and grocery market is the world's sixth largest, with retail contributing 70 per cent of the sales. The Indian food retail market is expected to reach Rs 61 lakh crore (US\$ 915 billion) by 2020.

The Indian food processing industry accounts for 32 per cent of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. It contributes around 14 per cent of manufacturing Gross Domestic Product (GDP), 13 per cent of India's exports and six per cent of total industrial investment. Indian food service industry is expected to reach US\$

78 billion by 201. The Indian gourmet food market is currently valued at US\$ 1.3 billion and is growing at a Compound Annual Growth Rate (CAGR) of 20 per cent. India's organic food market is expected to increase by three times by 2020##.

The online food ordering business in India is in its nascent stage, but witnessing exponential growth. The organised food business in India is worth US\$ 48 billion, of which food delivery is valued at US\$ 15 billion. With online food delivery players like FoodPanda, Zomato, Mobile App and Swiggy building scale through partnerships, the organised food business has a huge potential and a promising future. The online food delivery industry grew at 150 per cent year-on-year with an estimated Gross Merchandise Value (GMV) of US\$ 300 million in 2016.

Investments

According to the data provided by the Department of Industrial Policies and Promotion (DIPP), the food processing sector in India has received around US\$ 7.47 billion worth of Foreign Direct Investment (FDI) during the period April 2000-December 2016. The Confederation of Indian Industry (CII) estimates that the food processing sectors have the potential to attract as much as US\$ 33 billion of investment over the next 10 years and also to generate employment of nine million person-days.

Mr Tomasz Lukaszuk, the Ambassador of the Republic of Poland had also highlighted the keen interest shown by Polish companies looking for opportunities in India to expand collaboration and invest food processing.

Some of the major investments in this sector in the recent past are:

- US-based food company Cargill Inc, aims to double its branded consumer business in India by 2020, by doubling its retail reach to about 800,000 outlets and increase market share to become national leader in the sunflower oil category which will help the company be among the top three leading brands in India.
- Mad Over Donuts (MoD), outlined plans of expanding its operations in India by opening nine new MOD stores by March 2017.

- Danone SA plans to focus on nutrition business in India, its fastest growing market in South Asia, by launching 10 new products in 2017, and aiming to double its revenue in India by 2020.
- Uber Technologies Inc plans to launch UberEATS, its food delivery service to India, with investments made across multiple cities and regions.
- Di Bella, the Australia-based coffee chain, plans to invest Rs 67 crore (US\$ 10 million) for setting up around 20 new outlets in Mumbai, besides entering Delhi and Bangalore by 2017.
- KKR & Co LP, the US-based private equity firm, plans to invest about Rs 520 crore (US\$ 77.38 million) in dairy company Kwality Ltd, which will be used to strengthen its milk procurement infrastructure and increase processing capacity.
- Henry Ford Health Systems (HFHS), a US-based health and wellness group, plans to enter India by signing a franchise partnership with Chandigarh-based hospitality and food services firm KWalls Hospitality, and set up 'Culinary Wellness' branded stores across the country.
- Mondelez International, the US-based confectionery, food, and beverage major, inaugurated its new manufacturing plant in Andhra Pradesh set up for Rs 1,265 crore (US\$ 190 million), with an annual production capacity of 250,000 tonnes.
- PureCircle, a Malaysia-based natural sweetener producer, plans to invest around Rs 1,300 crore (US\$ 200 million) in India to set up a manufacturing plant and make the country its regional production and export hub in the next five years.
- Swiggy, a food delivery start-up owned by Bundl Technologies Private Limited, has raised Rs 230.34 crore (US\$ 33.80 million) in a Series C funding round, with its existing investors SAIF Partners, Accel Partners, Norwest Venture Partners and Apoletto Asia Ltd contributing 79 per cent of the new funds raised.
- Gujarat Cooperative Milk Marketing Federation (GCMMF), popularly known as 'Amul', plans to invest Rs 5,000 crore (US\$ 733.6 million) to establish ten new processing plants as well as expand the current capacity to touch 32 million litres per day (MLPD) capacity by 2020.
- Private Equity (PE) firm India Value Fund Advisors (IVFA) plans to invest around US\$ 100-150 million in the food business in India over the next two years.

- Zomato, a restaurant search and discovery platform, has raised US\$ 60 million from Singapore government-owned investment company Temasek, along with existing investor Vy Capital, in order to explore new business verticals.
- ITC Limited plans to invest Rs 800 crore (US\$ 117.4 million) to set up a world-class food processing facility in Medak, a district located in Telangana. The company has also formulated plans to enter the dairy market.

Government Initiatives

Some of the major initiatives taken by the Government of India to improve the food processing sector in India are as follows:

- In Union Budget 2017-18, the Government of India has set up a dairy processing infra fund worth Rs 8,000 crore (US\$ 1.2 billion).
- Union Budget 2016-17 proposed 100 per cent FDI through FIPB (Foreign Investment Promotion Board) route in marketing of food products produced and manufactured in India.
- The Government of India has relaxed foreign direct investment (FDI) norms for the sector, allowing up to 100 per cent FDI in food product e-commerce through automatic route.
- The Food Safety and Standards Authority of India (FSSAI) plans to invest around Rs 482 crore (US\$ 72.3 million) to strengthen the food testing infrastructure in India, by upgrading 59 existing food testing laboratories and setting up 62 new mobile testing labs across the country.
- The Indian Council for Fertilizer and Nutrient Research (ICFNR) will adopt international best practices for research in fertiliser sector, which will enable farmers to get good quality fertilisers at affordable rates and thereby achieve food security for the common man.
- The Government of India allocated Rs 1,500 crore (US\$ 225.7 million) and announced various measures under the Merchandise Exports from India Scheme (MEIS), including setting up of agencies for aquaculture and fisheries in coastal states and export incentives for marine products.

- Government of India plans to allow two Indian dairy companies, Parag Milk Foods and Schreiber Dynamix Dairies, to export milk products to Russia for six months, after these companies got approval for their products by Russian inspection authorities.
- Ms Harsimrat Kaur Badal, Union Minister for Food Processing Industries, Government of India inaugurated the first of its kind Rs 136 crore (US\$ 20 million) mega international food park at Dabwala Kalan, Punjab. She has also expressed confidence that the decision to allow 100 per cent Foreign Direct Investment (FDI) in multi-brand retail with 100 per cent local sourcing condition, will act as a catalyst for the food processing sector, thereby controlling inflation, uplifting the condition of farmers, and creating more jobs in the country.
- FSSAI has issued new rules for importing products, to address concerns over the entry of sub-standard items and simplify the process by setting shelf-life norms and relaxing labelling guidelines.
- The Ministry of Food Processing Industries announced a scheme for Human Resource Development (HRD) in the food processing sector. The HRD scheme is being implemented through State Governments under the National Mission on Food Processing. The scheme has the following four components:
 - Creation of infrastructure facilities for degree/diploma courses in food processing sector
 - Entrepreneurship Development Programme (EDP)
 - Food Processing Training Centres (FPTC)
 - Training at recognised institutions at State/National level
- FSSAI under the Ministry of Health and Family Welfare has issued the Food Safety and Standards (Food Product Standards and Food Additives) Regulations, 2011 and the Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011 which prescribe the quality and safety standards, respectively for food products.
- Spices Board, set up by the Ministry of Commerce to develop and promote Indian spices worldwide, aims spice exports of US\$ 3 billion by 2017.

- The Government of India has approved the setting up of five numbers of Mega Food Parks in the states of Bihar, Maharashtra, Himachal Pradesh and Chhattisgarh. The Government plans to set up 42 such mega food parks across the country in next three to four years.

1.2 COMPANY PROFILES

A. SWIGGY ANALYSIS



"Swiggy is a food ordering and delivery company based out of Bangalore, India. Swiggy was inspired by the thought of providing a complete food ordering and delivery solution from the best neighbourhood restaurants to the urban foodie. A single window for ordering from a wide range of restaurants, we have our own exclusive fleet of delivery personnel to pickup orders from restaurants and deliver it to customers . Having our own fleet gives us the flexibility to offer customers a no minimum order policy on any restaurant and accept online payments for all partner restaurants that we work with. Our delivery personnel carry one order at a time which ensures we get reliable and fast deliveries."

Founders

Rahul Jaimini

Co-founder

IIT-KGP alumnus and chief technical officer, driving things from the very back end.

Sriharsha Majety

Co-founder

IIM Calcutta & BITS Pilani alumnus, with a vision to revolutionize the restaurant industry in India, by familiarizing the general public with the comfort of home-delivered food.

Nandan Reddy

Co-founder

MSc Physics (Hons.) from BITS Pilani with a penchant for great food and operational efficiency.

Major players

Online food ordering is at an exciting phase now. Many local and national players are joining the space. In fact the foreign brand JustEat has also tied up with the Bangalore based HungryZone. Foodpanda which started its business from Delhi-NCR is the major player in the segment followed by JustEat and TastyKhana, a Pune initiative. Besides, DeliveryChef, BigBite, Titbit and eatallnite are the emerging players in the online food delivery market which is estimated to grow at 40 percent annually.

Benefits

Placing food orders online benefits consumers, restaurants and the food delivery players. For consumers, it is not only an easy and convenient tool but it is also a great platform to avail good discounts.

Vasul Chauhan, Restaurant Manager, Smokeys Barbeque & Grill, said, “We have partnered with JustEat to explore new business opportunities and give a push to our already successful home delivery format but till now the response is not overwhelming.” However, Dwivedy is of the opinion that, “The profit margin is 2-3 percent higher in deliveries as compared to dine-in these days”

Marketing strategies

Online food delivery platforms largely try to be present in all the channels that drive awareness. For example, newspapers, television, hoardings and billboards to the social networking sites like Facebook and Twitter, they advertise in all. Chadda explained, “We give about 15-30 percent discounts on ordering through us. At the same time we have also organised several campaigns including the food gifting programmes and buy one get one free deals.”

B. FOOD PANDA ANALYSIS

The Foodpanda group (stylized as foodpanda) is a global mobile food delivery marketplace headquartered in Berlin, Germany, operating in 43 countries and territories. The service allows users to select from local restaurants and place orders via its mobile applications as well as its websites. The company has partnered with over 40,000 restaurants. Foodpanda was acquired by Delivery Hero start of December 2016.



Foodpanda processes and sends orders directly to partner restaurants, which then deliver to their customers. The service is available via its websites and mobile applications. Customers order food by entering their postcodes on the site and browsing for food from a list of restaurants. They can create meals by browsing restaurant menus and selecting items they want to order before entering an address and proceeding to the checkout. Restaurants receive these orders and then deliver to customers. Foodpanda sends out an SMS to confirm orders and their estimated delivery time.

History

Foodpanda was launched in March 2012 in Singapore and expanded into 16 countries by the end of the year. By February 2013 Foodpanda was operating in 23 countries across Africa, Asia, Eastern Europe and Latin America. The group consists of multiple brands.

Foodpanda is primarily used in Asia and Eastern Europe. In the Middle East, the company operates under the hellofood branding. Additionally, Delivery Club in Russia, EatOye in Pakistan, 24h in UAE, NetPincer in Hungary, Donesi.com in Serbia, Bosnia & Herzegovina and Montenegro, Pauza in Croatia, Room Service in Malaysia and Singapore, City Delivery in Philippines, Food by Phone in Thailand, Koziness and Dial-A-Dinner in Hong Kong, belong to the Foodpanda group.

In November 2016 the company sold its Delivery Club business in Russia to mail.ru for \$100 million. In December 2016, the Foodpanda group was acquired by the German competitor Delivery Hero.

Online ordering

Foodpanda accepts orders via its websites and mobile applications. It connects customers with restaurants that offer food delivery in their area and lets them choose, order and pay online. Foodpanda also has a review section on restaurant pages, where customers can comment on sales process, delivery, taste and overall impression of restaurants. Foodpanda has entered into a collaboration with Indian online railway system enabling customers to buy meals while travelling, beginning December 2015.

Investments

The company raised a total of \$318 million in venture capital. Foodpanda raised \$20 million in initial funding from Investment AB Kinnevik, Phenomen Ventures and Rocket Internet in April 2013. In September 2013, iMENA Holdings invested \$8 Million. In February 2014, there was another funding round of \$20 million from a group of investors, including Phenomen Ventures. On August 11, the company announced that it has collected another \$60 million in financing from a group of investors. In March 2015, the company announced it has raised over \$110 million from Rocket Internet, as well as other investors. Less than two months later, a group of investors, including Goldman Sachs, invested over \$100 Million in Foodpanda.

SWOT Analysis

Strengths

- It is the largest American Chinese restaurant chain in the United States.
- It has close to 1,700 plus restaurants located across all different states in the United States.
- Offers a variety of food along with combo meals.
- Panda Express is among the US's 25 largest quick-service operations and Asian quick-serve category.
- The chain was one of the earliest entrants into the supermarket arena.
- Strategically located in mall food courts and other non-traditional venues including airports, college campuses, and theme parks.
- It has a successful track record of making Asian cuisine accessible to the masses.
- Strong following among Asian, Hispanic, and Caucasian diners.
- Leveraged lovable pandas in their name

Weakness

- Restricted to one cuisine thus restricting its customer base.
- Specialty ingredients used in Chinese food might be difficult to source and store.
- Restricted in a few geographies means lower brand recall.
- Price differences in menu and app prices.

Opportunities

- There is a large market leading to huge customer base.
- Venturing into newer markets.
- Introducing more items on its menu.
- Untapped market as online food apps contribute only 7%

Threats

- Managing huge employee base can be an issue.

- Stiff competition from multi cuisine restaurant.
- Presence of strong competitors in the Chinese restaurant segment.
- Threat of New entrants.

Market Share

- 1) They've grown to become one of the largest food ordering portals in India.
- 2) Built a network of 2000+ partners including some of the well know brands like: Pizza Hut, Subway, Nirula's, Baskin Robbins, Mast Kalandar, Faasos amongst many others.
- 3) We have quite steadily 'shaped the market' towards ordering food online, instead of ordering on phone. This has helped us gather a lion share of the food delivery market, and propel us towards a leadership position in the market.

Growth

India is a market with huge potential where the scope for growth is immense. However, with internet penetration of only 8%, it is only logical to target the more cosmopolitan Tier I cities which have a sizable working population with mature internet users.

We've seen a steady growth in traffic since our launch last year. However, the focus has really always been on quality traffic & targeting potential customers, which we have been able to achieve very successfully. We are growing by 25-30% on month-on-month basis.

Currently we get around 25000-30000 unique visitor a day. With this 65% of our traffic comes from Delhi, Mumbai & Bangalore and rest 35% from Chandigarh, Hyderabad and Pune.

Market Strategy

Being an ecommerce business, we believe it is best to target our potential customers when they are online in front of their computer screens, in encourage them to try us out. Hence our focus has majorly been on digital marketing channels.

We believe in providing the best customer experience on our site and hence our product is continuously evolving adding new features almost every other week. We launched our mobile app in January and was very well received. We have already seen more than 250,000 app downloads worldwide which is a clear indicator of the need for innovation in the space and we are happy to take the lead.

Financial funding

Foodpanda announced that it has raised \$20 million to fuel its aggressive growth strategy. FoodPanda's steepest competition is Delivery Hero, a Berlin-based startup that operates in 14 countries around the world. Delivery Hero has raised nearly \$200 million to date and claims it has 6 million customers, 55,000 restaurants, and did \$500 million in annual sales last year. Another competitor is Just Eat, a UK-based service that raised \$64 million in 2012. The U.S. saw consolidation in this space last year with the union of GrubHub and Seamless.

FoodPanda has 22,000 restaurants in its database. It raised \$20 million last May and added 20 more markets in 2013. With this financing, it plans to hit 40 countries by the end of the first quarter of 2014. Croatia, Bulgaria, Serbia, Slovenia, Kazakhstan, Azerbaijan, Tanzania and Uganda are next up for expansion.

Popularity

Foodpanda has over 892,000 likes on Facebook, 383 followers on their Pakistan twitter account (@FoodPandapk), and a thriving campaign tempting people to try them out. What sets them apart from their competitors is that they are able to take a worldwide brand and make it country specific, and market themselves accordingly.

They know what their consumers want, and they know how to get it to them. Foodpanda has been able to distinguish itself in a market that is seeing a growing number of online food delivery services.

Forward Expansion

Foodpanda is now available in 41 countries and is looking to expand to even more. The company made an announcement in February stating: “Foodpanda and its affiliated brand hellofood, the fastest growing online food delivery marketplace worldwide, received another USD 20 million in funding from a group of investors including Phenomen Ventures.

With the new investment Foodpanda is aiming to continue its global ambitions and roll out to over 40 markets.” The company previously received another USD 20 million from AB Kinnevik in Sweden, and Phenomenon Ventures. They also received USD 8 million from iMENA.

Foodpanda raised \$110 million in a fresh round of fund raising from Rocket Internet and other investors. Since 2012, Foodpanda has raised over \$200 million and plans to invest into product and technology. With the entry of Zomato and Mobile App in the online food ordering space, Foodpanda wants to focus on providing the best customer service to its users. In an interview, RohitChadda, co-founder and managing director of Foodpanda, tells Neha Bothra about plans to tap potential in tier 2 and tier 3 cities, and increase restaurant partners from 12,000 to 15,000 in the next six months.

Order rate at Food Panda

We earn revenue from the commission we earn from restaurants on every successful order that we place. In terms of traffic, we get around 1,30,000 to 1,50,000 visitors each day. The average value of each order ranges between Rs 500 to Rs 550. This is higher on the mobile platform. Around 45-48% of our transactions come from our smartphone based application, and the transaction size on this platform is 20% higher than on the web.

Tie ups with restaurants

At present, we have 12,000 restaurants. In the next six months we will probably be at around 15,000 restaurants across India. We believe in quality over quantity. We have always concentrated on adding good quality restaurants, and if we see that a restaurant is

not really performing- then we take it off from our coverage. The most important thing for us is consumer experience.

C. ZOMATO ANALYSIS

Zomato is a restaurant search and discovery service founded in 2008 by Deepinder Goyal and Pankaj Chaddah. It currently operates in 23 countries, including India, Australia and the United States.



Service

The website provides information and reviews on restaurants, including images of menus where the restaurant does not have its own website.

SWOT Analysis

Strengths

- Users perceive Zomato as ‘Specialty product’ (Focused only on foods & restaurants).
- High awareness – Top of the mind product.
- Global presence – 25 countries – 1.5 million listed restaurants.
- Superior technology and a strong workforce of over 1200 people.
- Asset less business model.

- High financial leverage due to its business model.
- Simple & user friendly interface.
- Aggressive and Innovative marketing strategy.
- Strong brand recognition and has won several accolades & awards.

Weakness

- Competition from search engines & other similar apps means limited growth.
- Drastic growth means susceptible to bad content

Opportunities

- Opportunity to expand to further more countries.
- Increasing internet penetration & number of smartphone users.
- Rapid technology development.

Threats

- Intense competition.
- Lack of clear rules and regulations - Changes in government policy can easily affect the business model.
- Business model can be easily imitated by other players

Differentiation from others

To differentiate themselves from their competitors, Zomato concentrated on adding approx. 18,000 new places to eat from. Along with they also decorated many special features, such as pointed to particular dishes or opening times”.To be the largest resource in food supply market, Zomato bought urbanspoon, a leading restaurant service providing portal for \$52 million to enter US, Canada and Australia to leverage local insights and experience and to expand their business in overseas seeing the future goal and objective.

Milestones

Number of listed restaurants: in 2008 it was 4000 restaurants which increase to 94000 in 2013 and currently 384,100 in Q1 of 2015.

- Monthly visitors of Zomato increases to 35 million in 2014 which was 11 million in 2013 and 0.015 million in 2008.
- Yearly revenue of Zomato in 2008 was 0.06 crores which increased to 11.3 crores in 2013.
- Spread in 21 countries worldwide.

Success Factor

- First mover advantage
- Strong content platform
- Efficient employees
- Good rating mechanism and social platform
- Funding from experienced source

Strategy of Zomato

Zomato works with keen interest on various strategies to achieve their goal. It includes

- Financial strategy: To increase their fund and revenue
- Marketing strategy: To tap their customers from across the globe
- Growth strategy: To grow continuously and increase their customers and page traffic
- Globalization strategy: To expand themselves across the whole globe as a leading service provider.

Marketing Strategy

- Featured and user friendly website
- Global mobile app
- Focusing on digital marketing channels for potential customers
- Acquire the competitors: To be the largest resource in food supply market, Zomato bought urbanspoon for \$52 million to enter US, Canada and Australia
- Simpler review and rating system

Financial Funding

In August 2010, Zomato got its first round of funding of \$1million from Info Edge, India. And in September 2011, got its second round of funding of \$3.5million from the same financier. Next year Zomato upraised its third round of another \$2.5 million from the same investor and again in early 2013, Info Edge funded fourth round worth \$10 million which gives them a 57.9% stake in Zomato.

Seeing the future and growth of Zomato, Sequoia Capital and Info Edge, India in November 2013 funded Zomato with \$37 million. Info Edge now owned 50.1% of Zomato on an investment of INR 143 crores. The total funding raised by Zomato till November 2013 stands at \$53.5 million.

In November 2014, Zomato came up with a fresh round of funding of \$60 million at a post-money valuation of ~US\$660 million. This round of funding was jointly headed by Info Edge India Limited and VY Capital, with involvement from Sequoia Capital. This made a total funding of over US\$113 million for Zomato.

Expansion

Zomato will leverage its existing reach and scale (sales team of over 300 people, 5000 odd advertisers) to fast track its growth in this space. Setting ambitious targets, Zomato claims to bring over 10,000 restaurants in its food ordering network in the next three months and also start processing over 40,000 orders a day in the near term. And why not? “Given that we have over 400,000 people who visit our India section every day, this shouldn’t be too hard,”

“We will invest \$50 million in the business in India over the next year or so,” he continues. **“This will be our fastest ramp up for any business in any geography ever.”**

Zomato plans to make money from this new service via a cut of each order, but the exact size of its fee will be based on feedback from customers directly. In the case of a five star rating, Zomato will take a 7.5 percent commission fee. But that cut will rise to a maximum

of 15 percent for the lowest customer feedback. Thus the best experience and value for customers will be the key focus.

“We will own the customer experience on the tech end, as the platform, the delivery and logistics will be owned by the restaurants.”

Order rate

The company works with more than 150 vendors to provide shipments across 175 cities. It averages about 9,000 deliveries daily. “We not only provide for shipments and deliveries, but also warehousing facilities where the company stocks and racks the products for the vendors,” said Bharati. In addition, Delivery provides all kinds of retailers, even small businesses, technology solutions to integrate all channels of sale. These include offline, online, social media, mobile and voice solutions that allow sellers to manage stores and integrate delivery with market needs.

Future strategy

Delivery is looking to expand to 250 cities, 30 delivery centres and targeting revenue of Rs.250 crore for the fiscal year 2015-16. International expansion is part of its future strategy.

App reviews

Zomato, the popular online and mobile restaurant guide, has updated its iOS app, completely overhauling the user interface and has added new features.

The updated Zomato app offers a much simpler user interface, in line with the recent redesign of the Zomato website, with the home screen offering large swappable images of nearby restaurants that lead to their respective listings, in addition to options to browse restaurants and search for them by entering keywords for name, location, cuisine or dish. The Browse Restaurants option takes you to a menu that offers mood-based recommendations. So, you can select if you're looking to get food home delivered, going out for a meal, going out for drinks or just catching up with friends. Selecting the location is the next step, following which, the app offers a list of restaurants that match the criteria.

There's a separate screen for location based restaurants search through which you can sort restaurants based on the distance from your current location. You can apply additional filters such as ratings, whether the restaurant is open at the time of the search, cuisine, budget and other aspects.

There's also a 'Featured Content' section that offers lists such as top 25 restaurants, foodie leader board (for regular users), and featured reviews, among other content.

Users can also post pictures for restaurants they've visited in case they just want to post picture reviews. Pictures can be posted through the restaurant's listing page or through a section within the app that allows users to upload reviews and pictures of restaurants

1.3 OBJECTIVES OF THE STUDY

Following are the main objective to study about the customer satisfaction on Swiggy, Zomato, Food Panda and various other Apps.

- To study the brands of food Industry & consumer's perception with its competitors.
- To know why people, order food from different food apps.
- To study the brand image of Swiggy, Zomato and Food Panda.
- To find out the level of satisfaction of the buyers on different attributes.
- To identify strength weakness, opportunity and threats for Swiggy, Zomato and Food Panda.
- To identify the factors which are most essential for selecting the Food App for ordering.
- To identify the factor in Zomato, Swiggy and Food Panda which are most liked by Customers.
- To identify the most preferred payment method for food delivery apps
- To know the frequency of ordering food and the time at which the frequency of orders is maximum.

CHAPTER - 2

2.1 CONCEPTUAL FRAMEWORK

Competitors Analysis

- There are more than 20 Indian new businesses in online sustenance conveyance space. Swiggy confronts extreme rivalry from Food Panda, Zomato. Tiny owl, a noticeable online nourishment conveyance start-up situated in Bangalore is thought to be a contender of Swiggy for its development in Bangalore.

- FoodPanda and Zomato have all the more financing contrasted with Swiggy.

- Customer audits expresses that Swiggy application is more smooth and bother free contrasted with different applications of same kind Swiggy focuses on information and administration more, though different players like FoodPanda focuses more on offers.

Unlike different applications, Swiggy is not flooding the email ids of clients with spam messages.

More choices of sustenance and eateries accessible in Swiggy application, contrasted with contenders.

Components of the Application

- The Swiggy is an area based application that gives you a chance to arrange your sustenance from a scope of eateries anyplace in accessible urban communities, right from your cell telephone.

- The application does practically everything for you. It's straightforward and well-disposed UI and is continually upgraded by their group at the menus and costs, making it simple, advantageous and s

olid to utilize. When you begin the application it recognizes your area and gives you a rundown of the close-by eateries.

- The application gives you not just the lunch and supper menus, it portrays every dish and gives you the gourmet specialist's profile.
- They have as of late propelled the Swiggy Hand crafted application which gives you access to sustenance from home culinary specialists. The Hand crafted application gives you the decision of having home-cooked sustenance, and tells you of the closest home-gourmet specialist in your area.

Summary of all the competitors

Particulars	FoodPanda/Tasty khana/ Just Eat	Swiggy	Zomato
Strengths	Offers and coupon discounts, Market share across Bangalore, Promotion for brand awareness, recruiting delivery boys (12000 at the end of the year 2015).	Timely delivery and excellent service, more than 150 delivery boys	Ultimate destination for food includes table bookings, home delivery, and discovery of the restaurant.
Weakness	Payment delay to the restaurants, no cash on delivery on some restaurants.	Services are down at peak time.	Home delivery begins in only one segment of their entire market.

Opportunities	Customers order food via app and online is increasing.	Customers order food via app and online is increasing.	Customers order food via app and online is increasing.
Threats	New entry	New entry	New entry
Market Strategy			
Funds	Raised \$110 million in a fresh round of fund raising from rocket internet and other investors	Raised \$16.5 million in additional funding to make a play for the Indian market.	Raises \$50 million in funding led by existing investor Info Edge
Short term goal	Increase restaurant partners from 12000 to 15000 at the end of October 2015	Increase manpower	New product line i.e., a product which will allow the users to pay restaurant bill through mobile application
Purchase and usage			
Average purchase	The average value of each order ranges between Rs 500 to Rs 550.	Delivers over 70000 orders on a monthly basis.	9000 delivery per day all over India.

Usage	Around 45-48% of the transactions come from smartphones based app and the transaction size of this platform is 20% more than on web.	50% more orders shifting from the website to the app quickly.	Online ordering is more when compared to mobile app.
-------	--	---	--

Competitor Analysis Grid

	FoodPanda	Swiggy	Zomato
Company info.			
Description	FoodPanda is one stop destination for ordering a scrumptious meal at your doorstep.	Swiggy is an early stage on-demand food delivery startup delighting customers	Zomato wants to become a singular platform for discovery, tablebookings, restaurant ordering

		in Bangalore.	
Purpose	"Food Panda - Your One Shop Stop For Delicious Food"	Biggest focus : "never let our customers stay hungry"	Zomato the ultimate destination for all things food
Product and Services			
Principle product	Online & Mobile platform to discover and order from nearby restaurants.	Online & Mobile platform - Open market place that enables online ordering from nearby	Online and mobile platform for discovery of restaurants, table bookings, home delivery and payments.

		restaurants & picks up and delivers	
Pre-ordering facility	Pre-ordering facility available	No Pre-ordering facility available. All deliveries done on demand	No Pre-ordering facility available
Delivery duration	45-60 min	35 - 45 minutes (Delivery fee is fully waived if it takes longer)	
	Determined by restaurants	Standard delivery charges (

Delivery charges	individually. Delivery cost for each restaurant mentioned in the website.	40rs - 70rs depending on the distance/ restaurant ordered from)	
Service Timings	11 am to 11 pm from Monday to Sunday.	11:30am - 10:45pm from Monday to Sunday	
Product/Service Positioning	Positioned as an online food delivery platform where more offers, coupons and discounts are available for customers,	Efficient logistics solution (150+ delivery executives) , seamless on-ground operations and	Providing a user interface platform to restaurants. Hence giving the restaurants the power to direct , accept orders , change menus, attract customers , provide important information.

	compared to competitors.	powerful technology	
Target Audience and Marketing			
Primary Target Market	Tech savvy youth, working people, working couples in the age group of 18-40, people hesitant to cook and go out to have food, who need food at their door steps on demand.	Tech savvy youth, working people, working couples in the age group of 18-40, people hesitant to cook and go out to have food, who need food at their door	Tech savvy youth, working people, working couples in the age group of 18-40, people hesitant to cook and go out to have food, who need food at their door steps on demand.

		steps on demand.	
Strategy used to market their product/services	<p>Attractive offers which is appealing to the customers.</p> <p>Using the carousel format to promote its app, foodpanda increased click-through rates by 180% and reduced their cost per install by 39%.</p>	Area focused sales teams and online platforms.	Currently they are focusing on segments such as Online food ordering, restaurant booking, subscription-based services and billing inside of restaurants

Growth	Growth by acquiring similar start-ups like Just Eat, tastykhanaetc	Slow and measured locality wise expansion with strength of logistics team in the launch phase to create the right first impression.	Dependent on brand name, word of mouth through its network of users.
Social media details			
Facebook	1.4 million likes	3300+ likes	
Twitter	11.3K followers, 13.2K	312 followers, 520 tweets,	

	tweets, 2760 favorites	126 favorites	
Linkedin	5400+ followers 691 employees listed, Uses LinkedIn mainly to brand their CSR initiatives.	270+ followers, 52 employees listed	
Others	Instagram- 1200+ followers, 280+ posts.	Instagram- 14 followers, no posts	
No. of visitors	66,583 daily, 1,997,490 monthly	17,949 per day,	366,353 daily, 10,990,590 monthly

		538,470 per month	
Marketing Campaigns	tv ads, online pop ups, stickering at restaurants	online ads, logos and stickering at restaurants	online marketing, stickering at restaurants, ads
Sales Promotion	30% off, 300 off on 450, 50% off, buy 1 get 1	Rs. 75 off on any order	combo offers
User interface(website)	Locality search option. Chat option available. Login option available. FAQ and Policies available.	Locality search option in the center. Chat feature available. Login option available	Locality search option visible. Collection and categories of cuisine on right. Specific meal search on left.

User interface (application)	Application available. Limited restaurants available.	Application available. Food ordering primary. No proper list of restaurant sorted as shows restaurants not present in the area.	Application available. Attractive. Food ordering not primary. Providing restaurant and cuisine information primary target. Not user friendly.
Minimum delivery amount	yes depending on restaurant	yes depending on restaurant. Rs 30 delivery charge for	yes depending on restaurant

		order below 150	
Features of mobile app			
Mode of placing orders	Website, mobile app	Website, mobile app	Website, mobile app
Operating platforms	Android, iOS, Windows	Android	Android, iOS, Windows
No. of downloads(Android)	1 million+	5000+	10000+
Minimum no. of steps involved (From search to order placement)	10+	Less than 10	Less than 10

Info about selected restaurant given	Address, Payment methods, Reviews and location in map.	No info/ reviews, Delivery time indicated.	Restaurant Location
Reviews about restaurant given	Given while listing restaurants and in the info	Not given	Not given

2.2 LITERATURE REVIEW

Dr. Amiya Kumar Behera[2017], in his Report on APO Multi-Country Study Mission on Rural-Based Food Processing Industry has reported that poverty and unemployment in the rural areas are the two most important challenges India faces. In spite of all the industrial development in the country, agriculture still maintains about 70 percent of the population of the country. It is in the rural areas again where 75 percent of the population of the country lives and they will continue to constitute at least two-thirds of labor force.

It is imperative therefore that the rural economy is improved, so the burden of poverty can be lessened and the working population overflowing from the villages can be absorbed in off-farm activities. The rural economy cannot be developed fully by improving only the productivity of agriculture, although this will go a long way in improving the rural economy; however, rural industries, subsidiary activity and food processing industry in particular, are of great importance for a rapid transformation of the rural economy, in India.

The economic status of this population can also be improved by increasing non-farm activities, particularly rural food processing industries. Hans Meliczek, Senior Officer, Agrarian Reform and Rural Development, Food and Agriculture Organization, Rome has contributed to the food science and technology to the transformation and social management of rural areas. The primary objective of food science and technology is to provide "crowded populations. With the kind and quality of food they demand at all times of the year". Seen from this point of view, tremendous progress has been achieved in recent years in the field of food production, processing, storage, and distribution. The main beneficiaries of these developments have been the consumers living in urban centres. For most of them food preparation has become easier, in many cases cheaper, and in some cases of higher quality.

Abraham Stekei,[2016] The purpose of his review was to analyse how and to what extent these developments in food science and technology have influenced the situation of the agricultural producer and how they have contributed to the transformations and changes in rural areas. In this context also want to appraise the role of the food processing industry, which like any other largescale industry, is oriented towards the maximization of financial gains and profits. Frequently, this industry has promoted the development of scientific and technological processes to produce foods of elaborate quality to titillate the palates of already well-fed consumers. Frozen "television dinners" and similar articles to be found in supermarkets in the West may appear to observers from developing countries to represent an extravagant waste of scientific knowledge and technological skill. The development of such products has been facilitated by the demand of a financially potent group of consumers, which regulates the food market. However, in the face of the

depressing poverty of agricultural producers in the Third World his of opinion to deplore, as has been done at previous congresses of the International Union of Food Science and Technology (IUFoST), that there has been little research on food legumes, roots, tubers, and rain-fed rice, which are staple foods in many developing countries.

Carlos A. Monteiro (2015) : defines food processing is a series of operations by which unprocessed foods are converted into foodstuffs to prolong their duration, i.e. shelf life, enable storage, and reduce time or effort spent in culinary procedures required for it. It also explains that most of the unprocessed food are highly perishable and cannot be stored for a long time and also require strong culinary processing to make food palatable, safe and secure for consumption, so processing of the perishable commodities is of prime important.

Chadralekha Ghosh, Ajitava Raychaudhari[2014]: States that India is generating an increasing domestic demand for rice due to new openings and increase in income level.

Andhra Pradesh and West Bengal are major rice producer's state in India, also rice has

the more contribution to the consumption than any other food stuffs. Data collected from NSSO survey, presents household level consumption expenditure for a variety of commodities. Approximately ideal demand system has been used for assessment of price and expenditure elasticity of rice along with other important food items and finally that comprises with the basic items of consumption requirement.

Norman W. Desrosier, James N. Desrosier (2013) states that the successful application of the modern technique permits conservation of the desirable qualities in stabilized food products. Such stabilized foods permit their widespread distribution to fulfill the needs of the people.

Alastair Hicks (2012): The rural economy cannot be developed by improving the productivity of the agriculture only, but by means of rural industries and particularly food processing industry having the significant for the rapid transformation of the rural economy. Rural food processing industries are important to establish the linkage between agriculture and industry, creating employment opportunities and improve the

economic well-being of the rural India. GoI has recognized the importance of infrastructure development and have started the cold storage units, warehouse schemes for the storage of onions, potato and other horticultural produce and to fasten the pace of growth of food industry in India. Food processing sector is included in the priority sector where foreign investment is concerned and automatic approval route for entry of the foreign investment is made available for greater number of the processed food commodity.

Effect of Fast Food Restaurants on Obesity,(January 2011):

This Study investigate the health consequences of changes in the supply of fast food using the exact geographical location of fast food restaurants. They ask how the supply of fast food affects the obesity rates of 3 million school children and the weight gain of over 1 million pregnant women. On the other side, the presence of non-fast food restaurants is uncorrelated with obesity and weight gain. Moreover, proximity to future fast food restaurants is uncorrelated with current obesity and weight gain, conditional on current proximity to fast food. The implied effects of fast-food on caloric intake are at least one order of magnitude smaller for mothers, which suggests that they are less constrained by travel costs than school children. The study shows that policies restricting access to fast food near schools could have significant effects on obesity among school children, but similar policies restricting the availability of fast food in residential areas are unlikely to have large effects on adults.

Causes and Consequences of Fast Food Sales Growth, Mark D. Jekanowski, January-April 2010.

With today's hectic lifestyles, timesaving products are increasingly in demand. Perhaps one of the most obvious examples is fast food. Today the demand for the, hectic lifestyles, timesaving products are increasingly. Obviously one of the example is Fast Food Industry. The rate of growth in consumer expenditures on fast food has led most other segments of the food-away-from home market for much of the last two decades. Since 1982, there is growth rate in consumer spending at fast food. The consumers spent at fast

food outlets grew at an annually he proportion of away-from-home food expenditures on fast food also increased.

Everyone eats Fast Food even knowing that it is not healthy for them. Reasons are because of speed, convenience and price. However, fast food has many hidden costs, including the high price of bad health. Not to mention the fact that for such cheap food, you're actually being overcharged by a big amount. So the real reason is not price, but convenience. You can get much cheaper food by cooking for yourself, but you are not always at home to do the cooking, or you do not always feel like cooking.

Consumer perception about fast food in India: an exploratory study by Anita Goyal, (Management Development Institute, Sukhrali, India), N.P. Singh, (Management Development Institute, Sukhrali, India)[2009].

The study applies multivariate statistical tools to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. In addition, the authors analysed the consumption patterns, impact of hygiene and nutritional values, and rating of various attributes of McDonald's and Nirula's.

Findings – Results indicate that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. They feel homemade food is much better than food served at fast food outlets. They have the highest value for taste and quality (nutritional values) followed by ambience and hygiene. Three dimensions (service and delivery dimension, product dimension, and quality dimension) of fast food outlets' attributes are identified based on factor analysis results. The two fast food outlets' rating differs significantly on the seven attributes. McDonald's scores are higher on all attributes except “variety”. Further, consumers feel that fast food outlets must provide additional information on nutritional values and hygiene conditions inside kitchen.

Practical implications – Fast food providers need to focus on quality and variety of food besides other service parameters. There is need to communicate the information about hygiene and nutrition value of fast food which will help in building trust in the food provided by fast food players.

Originality/value – Estimates importance of various factors affecting the choice of fast food outlets by Indian young consumers.

As. J. Food Ag-Ind. 2009, 2(03), 412-433, Asian Journal of Food and Agro-Industry, ISSN 1906-3040, Food safety research in India by R.V. Sudershan , Pratima Rao and Kalpagam Polasa:

With growing international trade, food safety has emerged as an important global issue. The present research was an attempt to study the food safety research in India in the past ten years during 1995-2005. Many studies were focused on detection of pathogenic microorganisms, adulterants and contaminants in food. However, there is a striking paucity of reliable data on important issues like evaluation of risks through adulterants, additives and contaminants. Consequently, the protection of diets from these hazards must be considered one of the essential public health functions of any country, which emphasizes the need for total diet studies.

Nisha Harchekar (2008): The size of the processed food industry in world is projected

around US \$ 3.6 Trillion and which accounts for three fourth of the global food sales (US \$4.8 Trillion). MFPI in its VISION 2015 set target to increase the processing level of perishable commodities from 6% to 20%, increase value addition from 20% to 35% and increase the India's share in world food trade from 1.5% to 3%. With robust scope for value addition and investment food processing industries have great future. Government make a compiled focus on the food processing industry by providing it the status of priority sector. This will make sure that different policies should be launched to sustain investment in food processing sector and attract more Foreign Direct Investment. India with its major strength of abundantly available natural resources like raw material and growing technical knowledge base has strong relative advantages over other nations in the food sector for the future.

2.3 RESEARCH METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions - it is, therefore, not the same thing as a method. Instead, it offers the theoretical underpinning for understanding which method, set of methods or so called “best practices” can be applied to specific case, for example, to calculate a specific result.

It has been defined also as follows:

1. "the analysis of the principles of methods, rules, and postulates employed by a discipline"
2. "the systematic study of methods that are, can be, or have been applied within a discipline"
3. "the study or description of methods"

RESEARCH DESIGN

The research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. Types of Research Design:

- **Exploratory Research** – The main purpose of such studies is that of formulating a problem for more precise investigation or of developing the working hypotheses from an operational point of view.
- **Descriptive Research** – Those studies which are concerned with describing the characteristics of a particular individual, or of a group.
- **Hypothesis Testing Research** – They are those where the researchers tests the hypotheses of casual relationships between variables.

Descriptive research design was used for this research.

Research methodology

A **research design** is the "blue print" of the study. The design of a study defines the study type (descriptive, correlational, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research question, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research design is the framework that has been created to seek answers to research questions.

Types of Data Collection Methods

- **Primary research:** Primary research is defined as factual, firsthand accounts of the study written by a person who was part of the study. The methods vary on how researchers run an experiment or study, but it typically follows the scientific method. One way you can think of primary research is that it is typically original research. In a nutshell, **primary research** is original research *conducted by you* (or someone you hire) to collect data specifically for your current objective. You might conduct a survey, run an interview or a focus group, observe behavior, or do an experiment. *You* are going to be the person who obtains this raw data directly and it will be collected specifically for your current research need.
- **Secondary research:** Secondary research is defined as an analysis and interpretation of primary research. For instance, secondary research often takes the form of the results from two or more primary research articles and explains what the two separate findings are telling us. **It** involves searching for *existing data* that was originally *collected by someone else*. You might look in journals, libraries, or go to online sources like the US census. You will apply what you find to your personal research problem, but the data you are finding was not originally collected by you, nor was it obtained for the purpose you are using it for.

Data Analysis Techniques

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

Analysis refers to breaking a whole into its separate components for individual examination. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data is collected and analyzed to answer questions, test hypotheses or disprove theories.

Techniques for analyzing Quantitative data

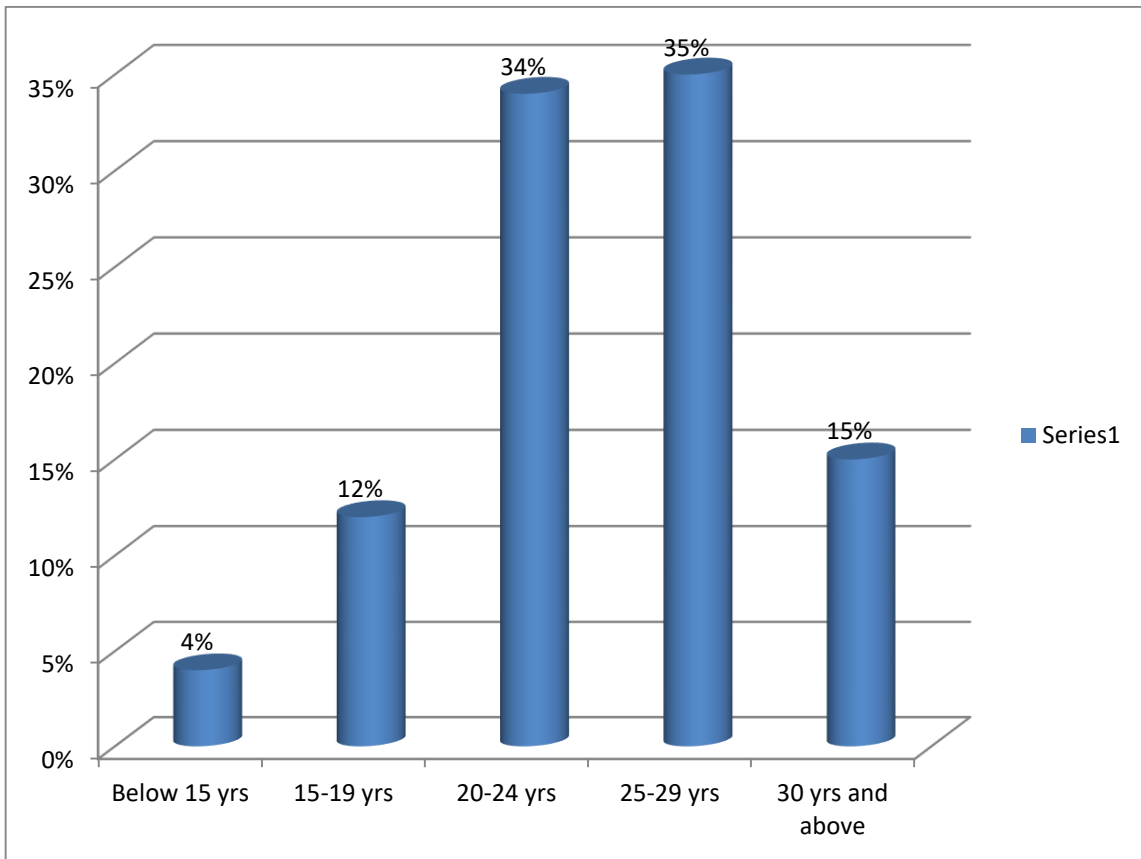
- **Graphs:** There are many types of graphs, but the most common and most useful for the statistician are bar charts, histograms, and frequency polygons. Each has two axes, the vertical axis (the y-axis) and the horizontal axis (the x-axis), and labels to identify the variables and the values, with tick marks showing where each indicated value falls along each axis. A **bar chart** contains solid bars separated by spaces. It is a good tool for displaying the distribution of variables measured in discrete categories (e.g., nominal variables such as religion or marital status), because such categories don't blend into each other.
- **Histograms:** Histograms, in which the bars are adjacent, are used to display the distribution of quantitative variables that vary along a continuum that has no necessary gaps. Exhibit 8.4 shows a histogram of years of education from the 2010 GSS data. The distribution has a clump of cases centered at 12 years. The distribution is skewed because there are more cases just above the central point than below it.
- **Pie charts:** A pie chart (or a circle chart) is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice (and consequently its central angle and area), is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

CHAPTER - 3

3.1 DATA ANALYSIS & INTERPRETATIONS

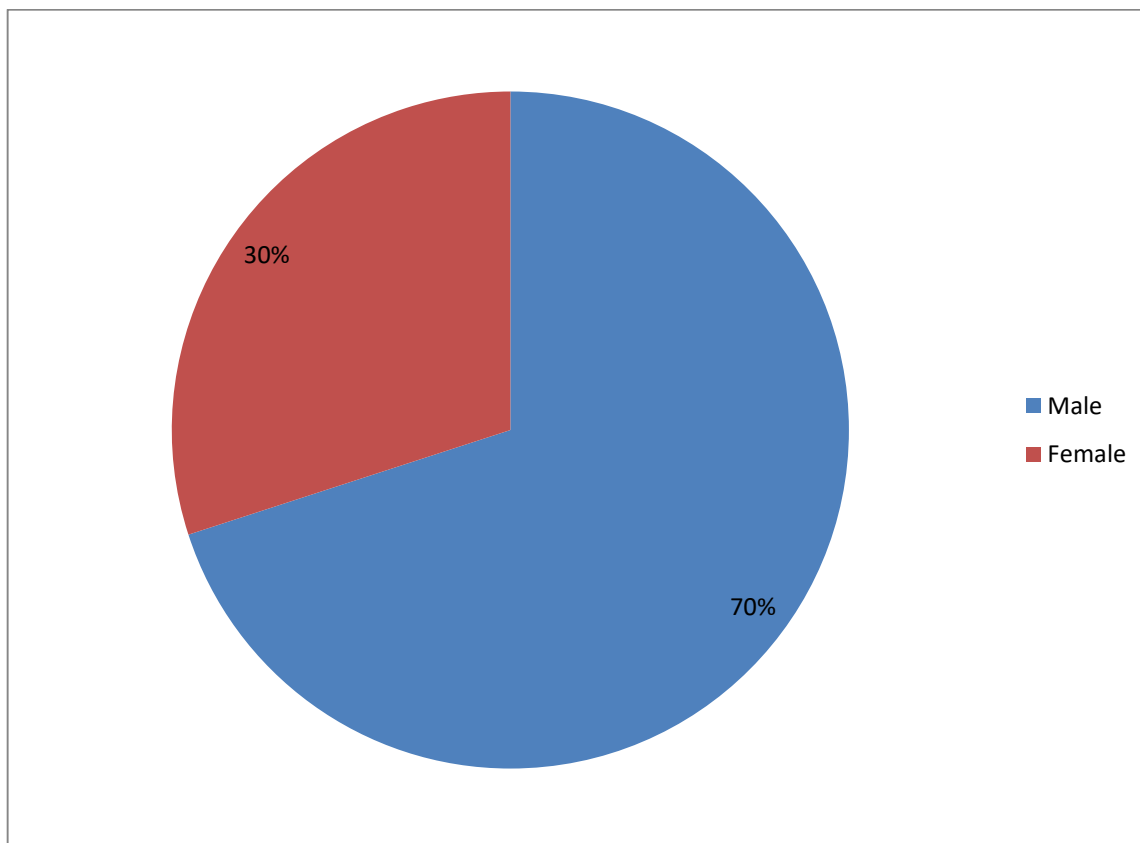
1. Age Group?

Age Group	RESPONDENTS	PERCENTAGE
Below 15 yrs	4	4%
15-19 yrs	12	12%
20-24 yrs	34	34%
25-29 yrs	35	35%
30 yrs and above	15	15%
TOTAL	100	100%



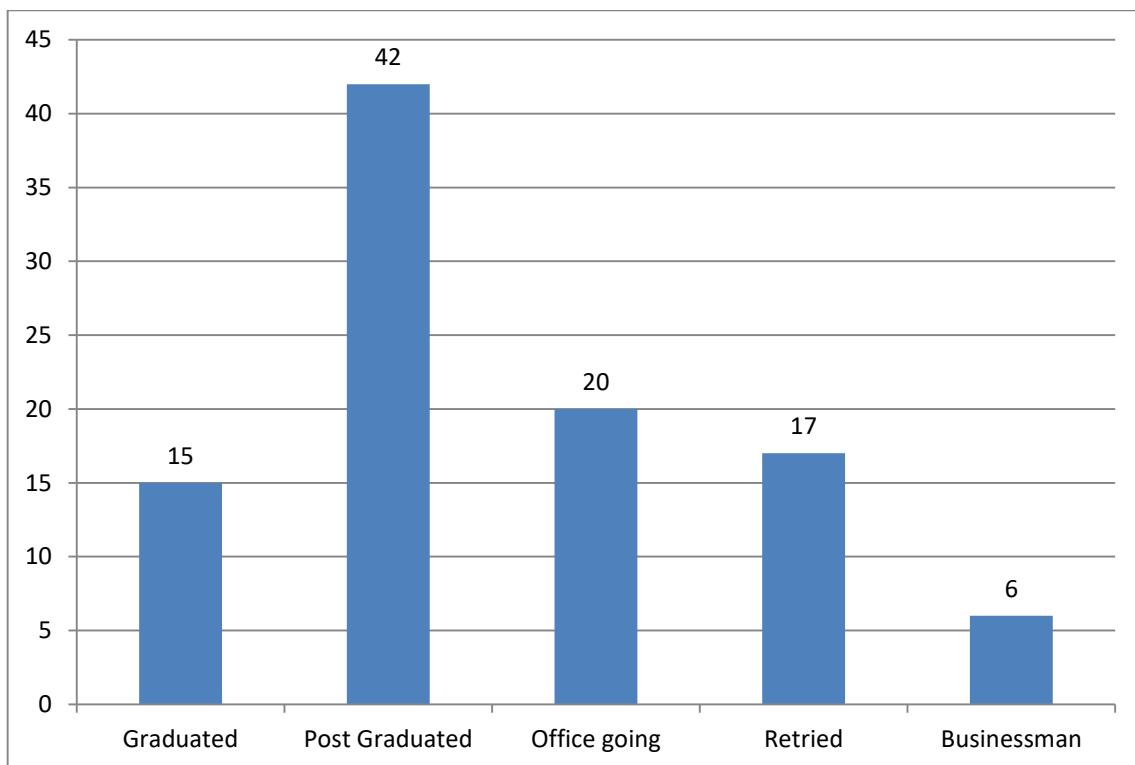
Q 2. Gender?

Gender	RESPONDENTS	PERCENTAGE
Male	70	70%
Female	30	30%
TOTAL	100	100%



Q 3. Profession

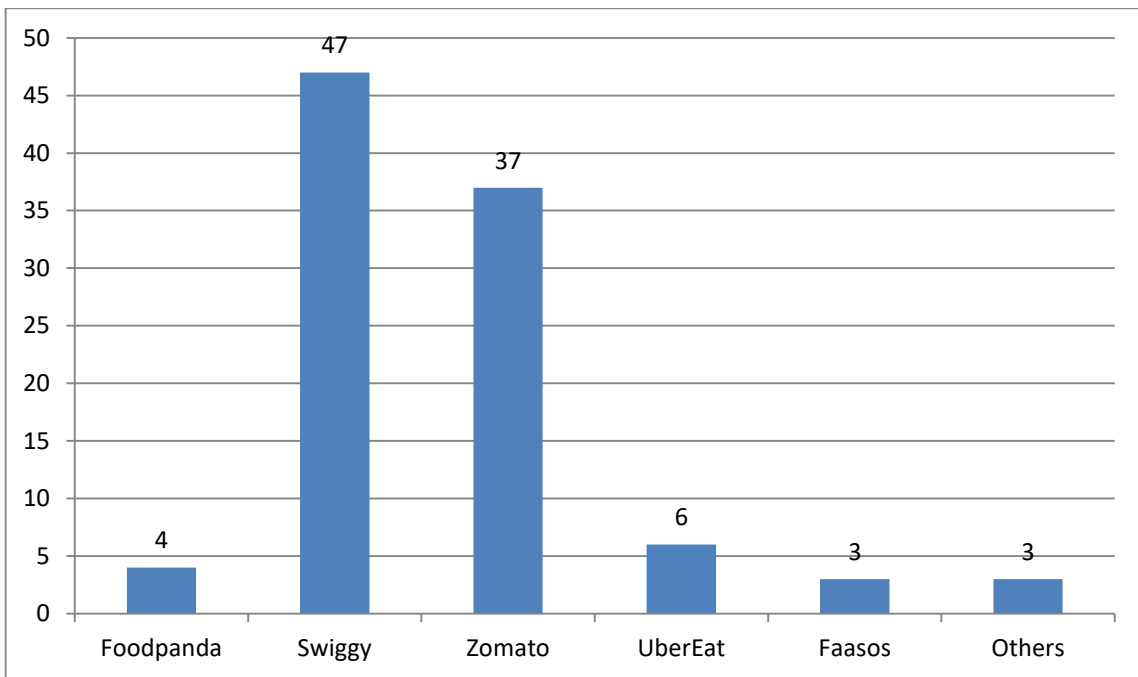
Student	NO. OF RESPONDENTS	PERCENTAGE
Graduate	15	15%
Post Graduated	42	47%
Businessman	6	6%
Office going	20	20%
Retried	17	17%
TOTAL	100	100%



Q 4. From which company do you prefer to order food?

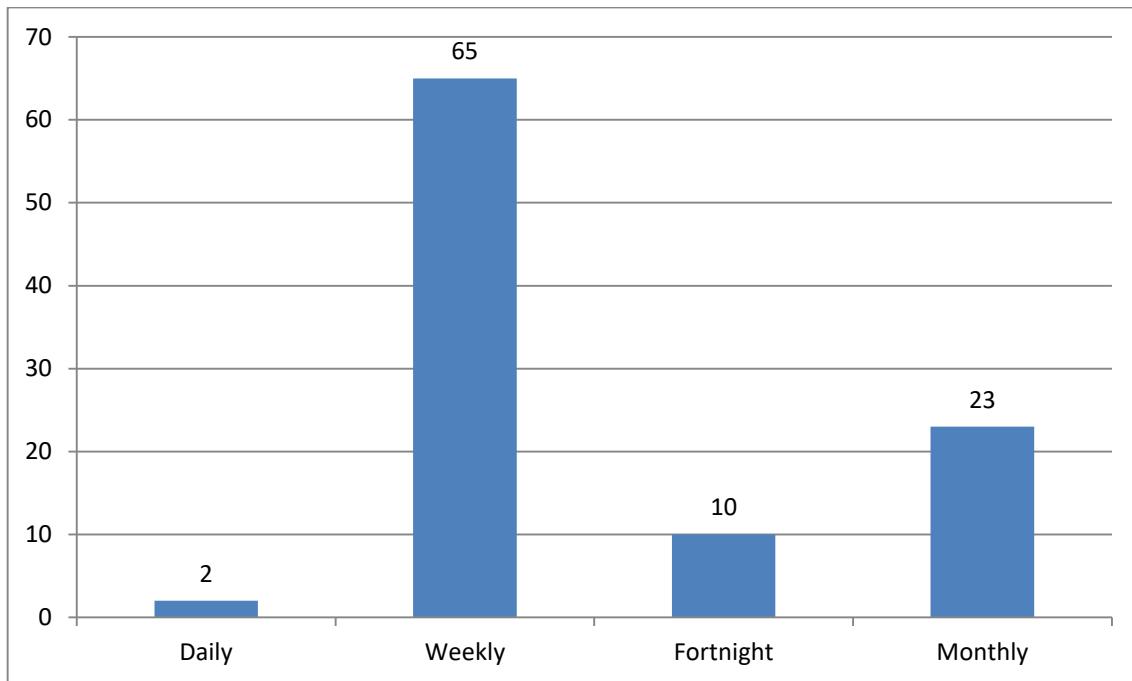
- a) Foodpanda
- b) Swiggy
- c) Zomato
- d) UberEats
- e) Faasos
- f) Others

MARITAL STATUS	RESPONDENTS	PERCENTAGE
Foodpanda	4	4%
Swiggy	47	47%
Zomato	37	37%
UberEats	6	6%
Faasos	3	3%
Others	3	3%
TOTAL	100	100%



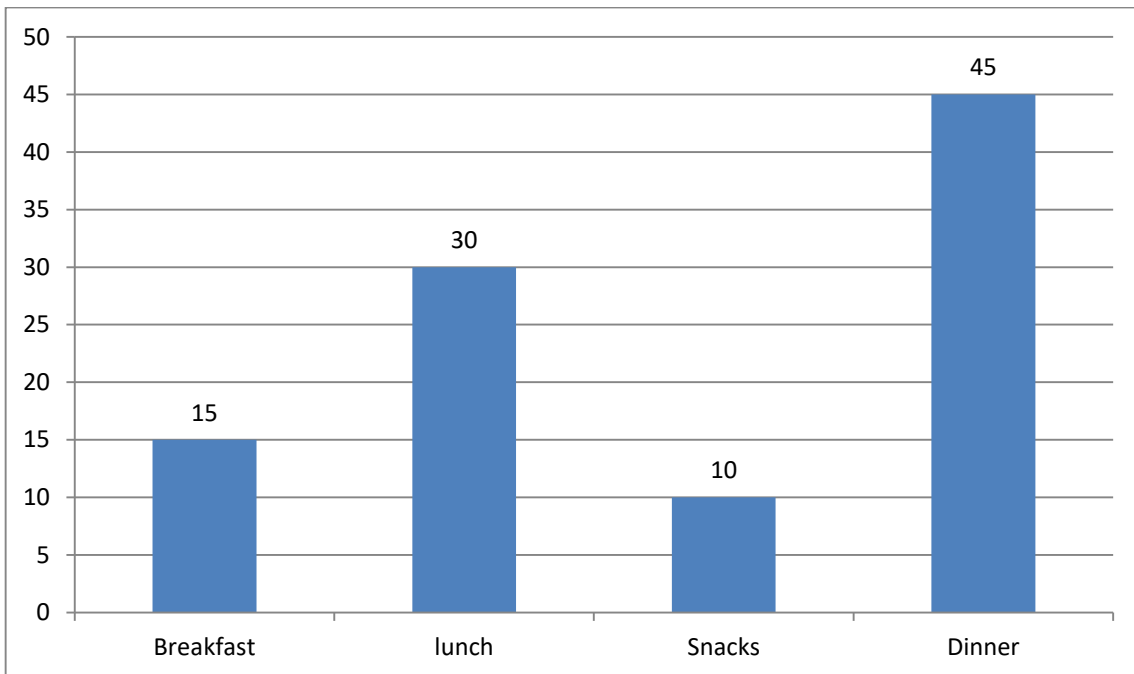
Q 5.. How often you order food online?

FREQUENCY	RESPONDENTS	PERCENTAGE
Daily	2	2%
Weekly	65	65%
Fortnight	10	10%
Monthly	23	23%
TOTAL	100	100%



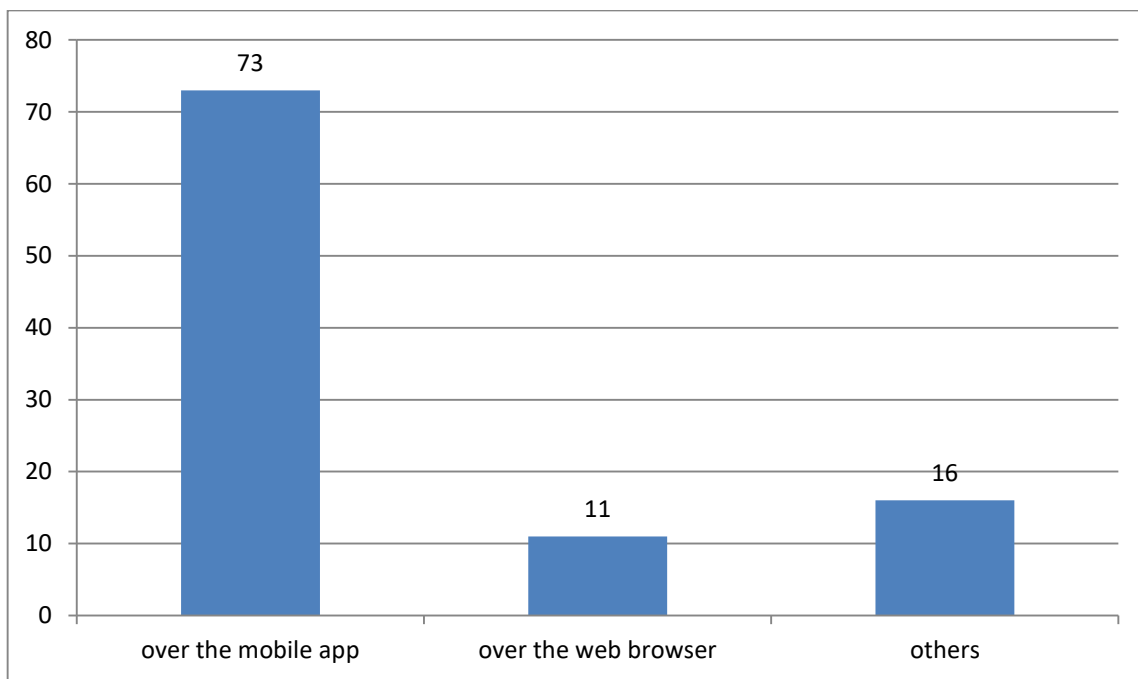
Q 6. WHICH MEAL YOU TYPICALLY ORDER FOOD ONLINE?

TYPES OF MEAL	RESPONDENTS	PERCENTAGE
Breakfast	15	15%
lunch	30	30%
Snacks	10	10%
Dinner	45	45%
TOTAL	100	100%



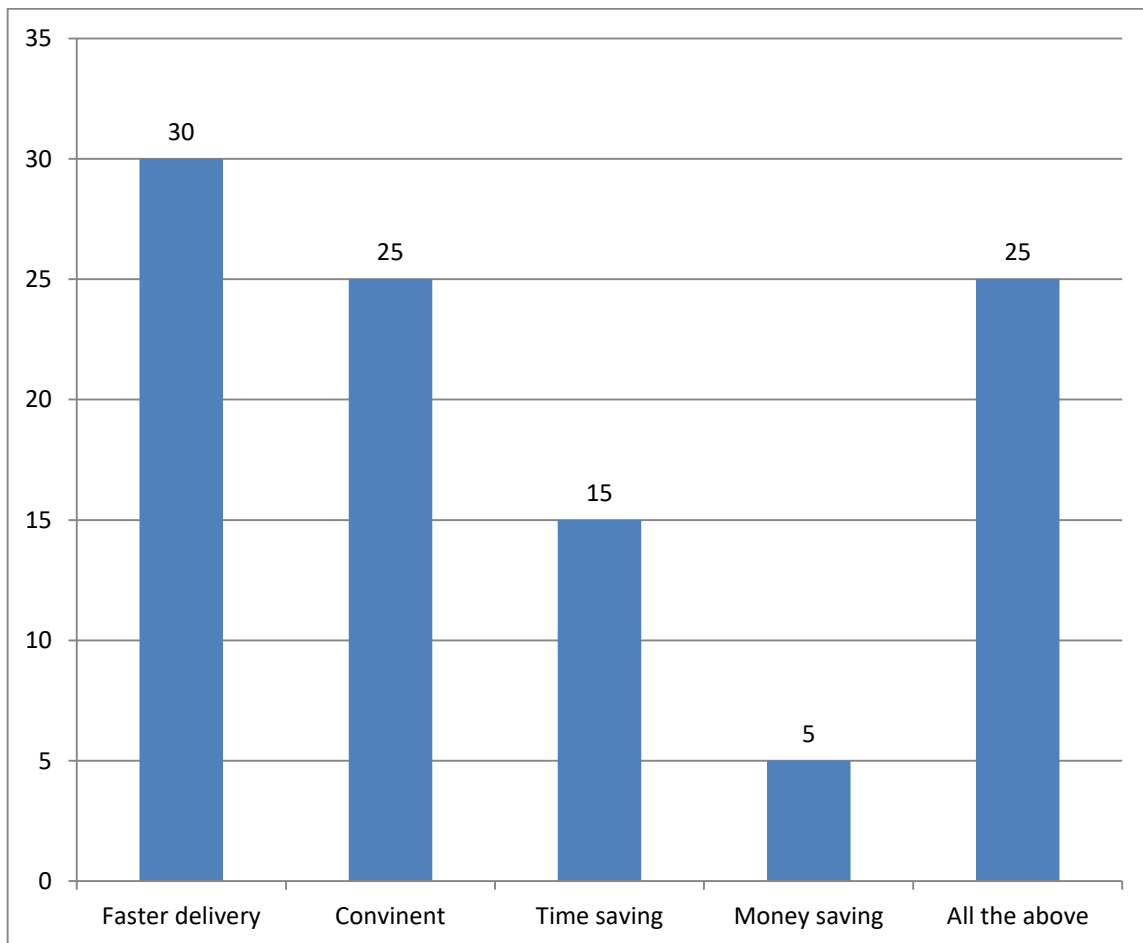
Q 7. IN GENERAL, HOW DO YOU PREFER TO ORDER FOOD??

PREFERRED CHANNEL	RESPONDENTS	PERCENTAGE
over the mobile app	73	73%
over the web browser	11	11%
others	16	16%
TOTAL	100	100%



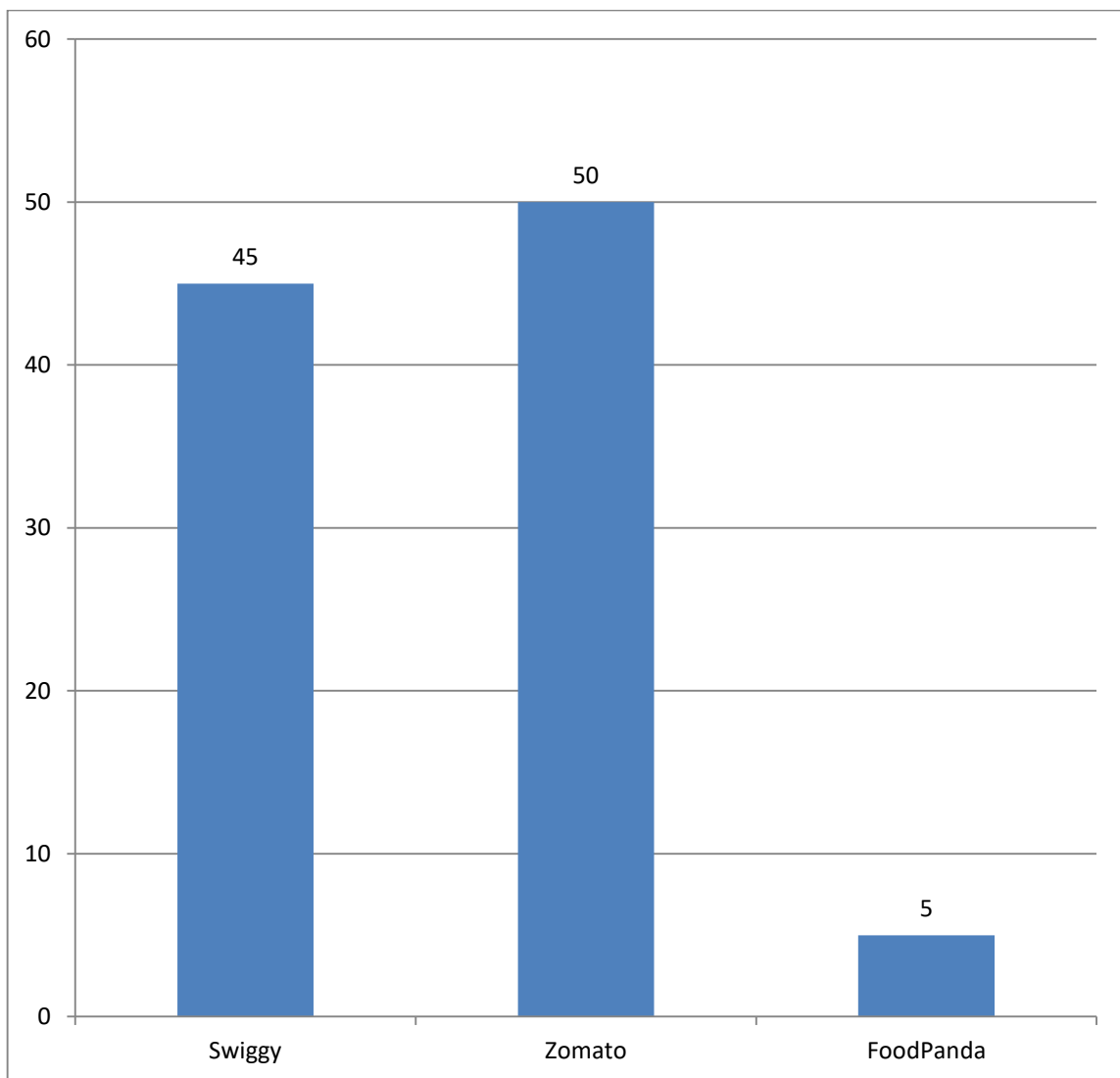
Q 8. WHY DO YOU PREFER ONLINE FOOD DELIVERY?

ATTRIBUTES	RESPONDENTS	PERCENTAGE
Faster delivery	30	30%
Convinent	25	25%
Time saving	15	15%
Money saving	5	5%
All the above	25	25%
TOTAL	100	100%



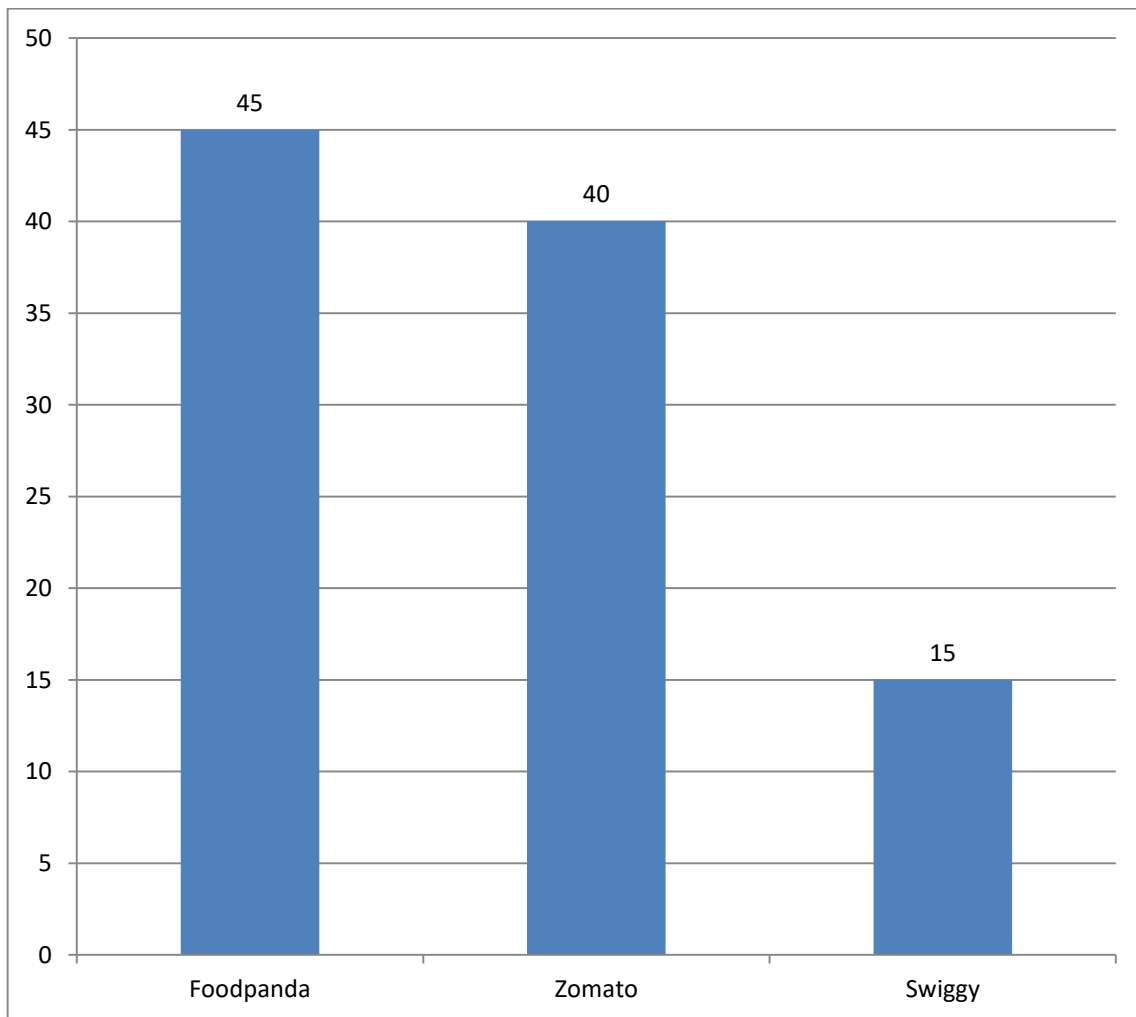
Q 9.. IN QUALITY OF SERVICE

SERVICE QUALITY	RESPONDENTS	PERCENTAGE
Swiggy	45	45%
Zomato	50	50%
Foodpanda	5	5%
TOTAL	100	100%



Q.10. ON TIME DELIVERY

DELIVERY TIMING	RESPONDENTS	PERCENTAGE
Foodpanda	45	45%
Zomato	40	40%
Swiggy	15	15%
TOTAL	100	100%



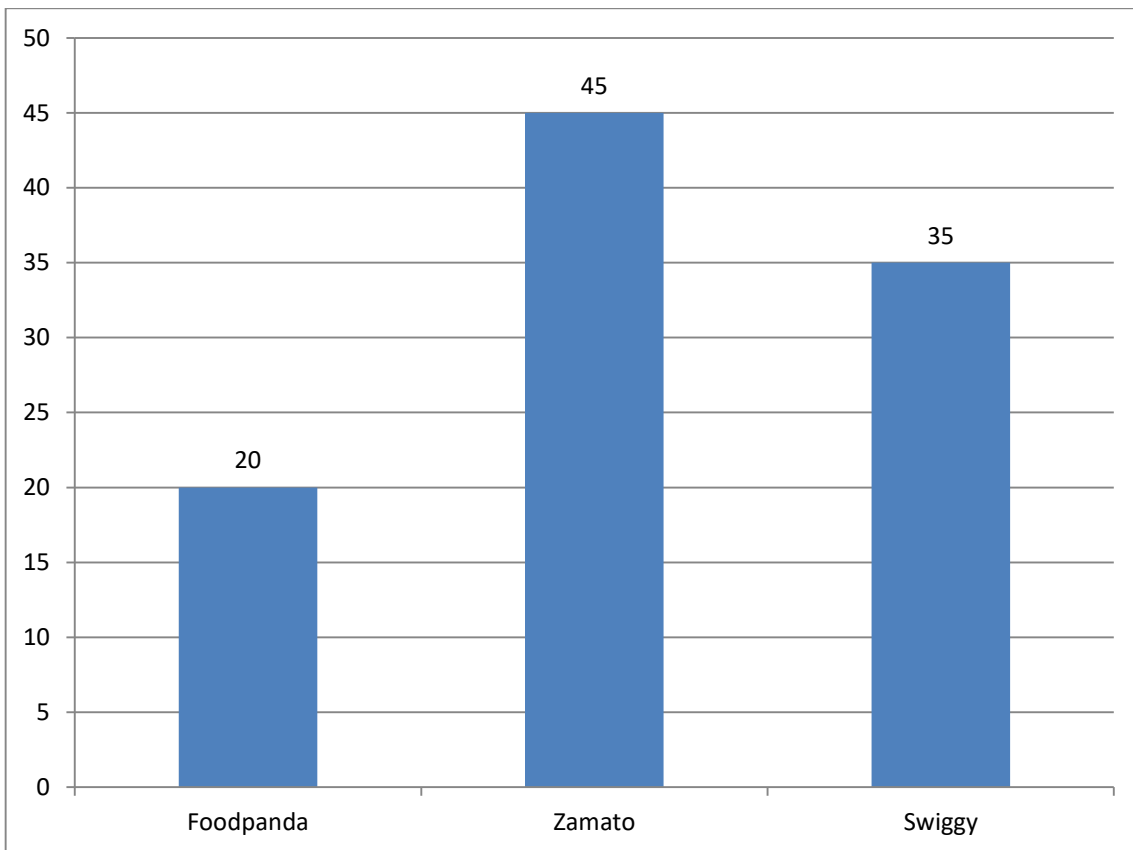
Q 11. WHICH WEBSITE OR APP HAS EASY ACCESIBILITY TO ORDER FOOD?

a) Foodpanda

b) Zomato

b) Swiggy

MARITAL STATUS	RESPONDENTS	PERCENTAGE
Foodpanda	20	20%
Zomato	45	45%
Swiggy	35	35%
TOTAL	100	100%



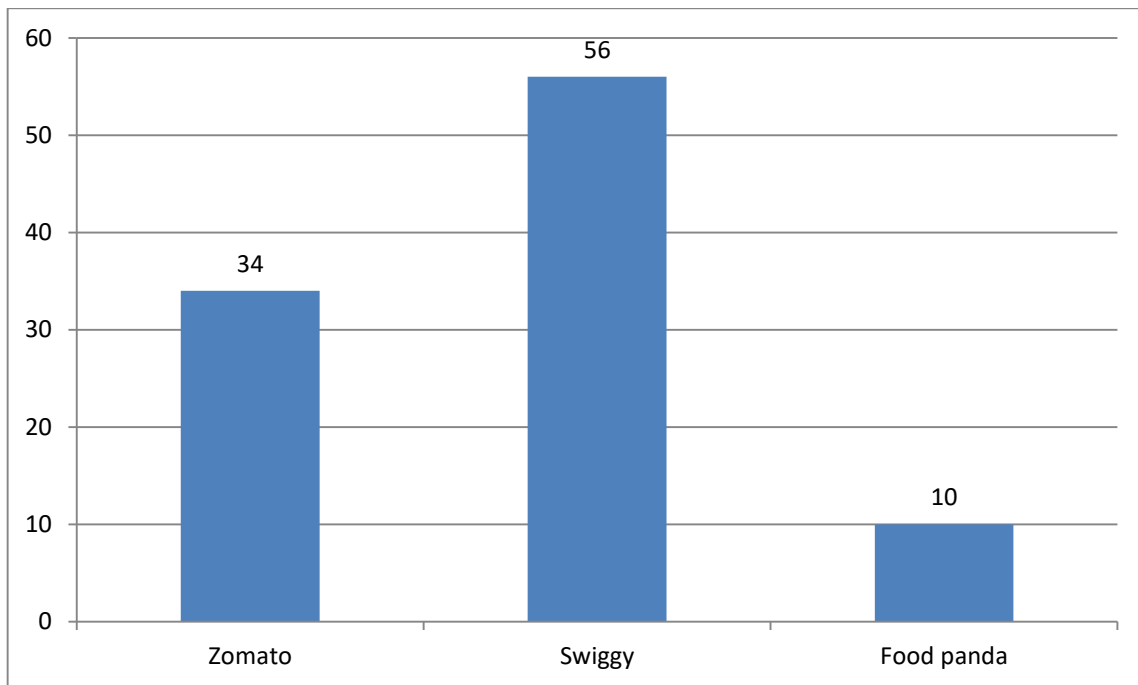
Q 12. ACCORDING TO YOU WHICH COMPANY BELOW HAS MORE TIE UPS WITH MOST RESTUARANTS?

a) Foodpanda

b) Zomato

b) Swiggy

	RESPONDENTS	PERCENTAGE
Zomato	34	34%
Swiggy	56	56%
Food Panda	10	10%
TOTAL	100	100%



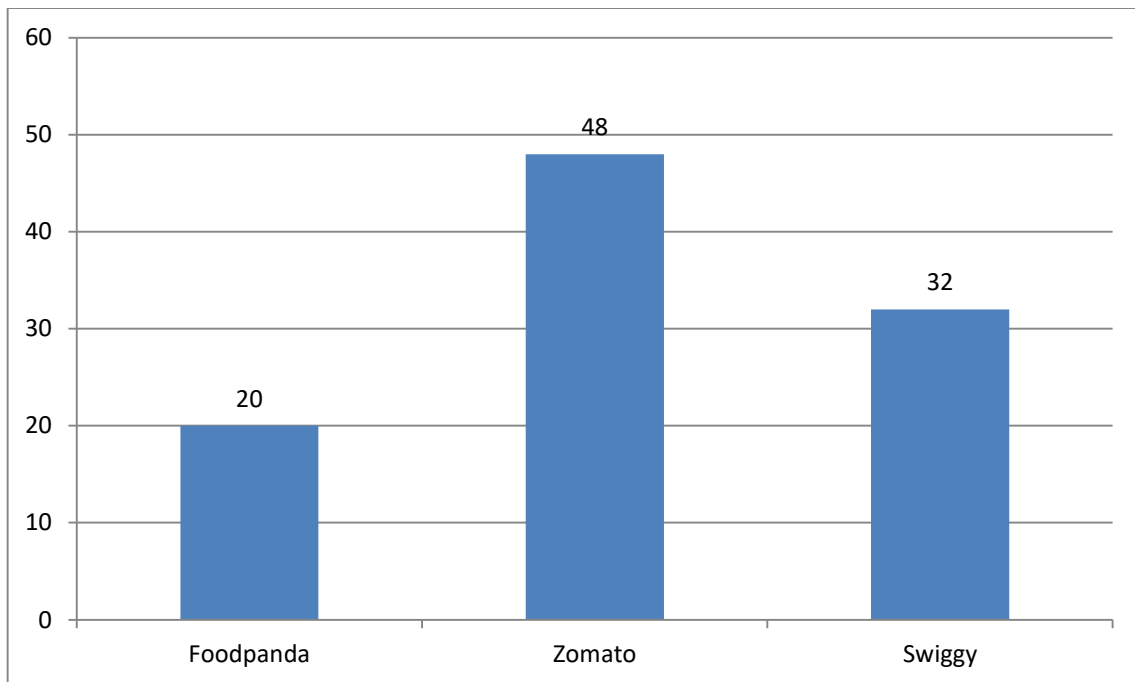
**Q 13. WOULD YOU SUGGEST OTHERS TO BUY FOOD ONLINE, IF YES
WHICH COMPANY?**

a) Foodpanda

b) Zomato

b) Swiggy

MARITAL STATUS	RESPONDENTS	PERCENTAGE
Foodpanda	20	20%
Zomato	48	48%
Swiggy	32	32%
TOTAL	100	100%



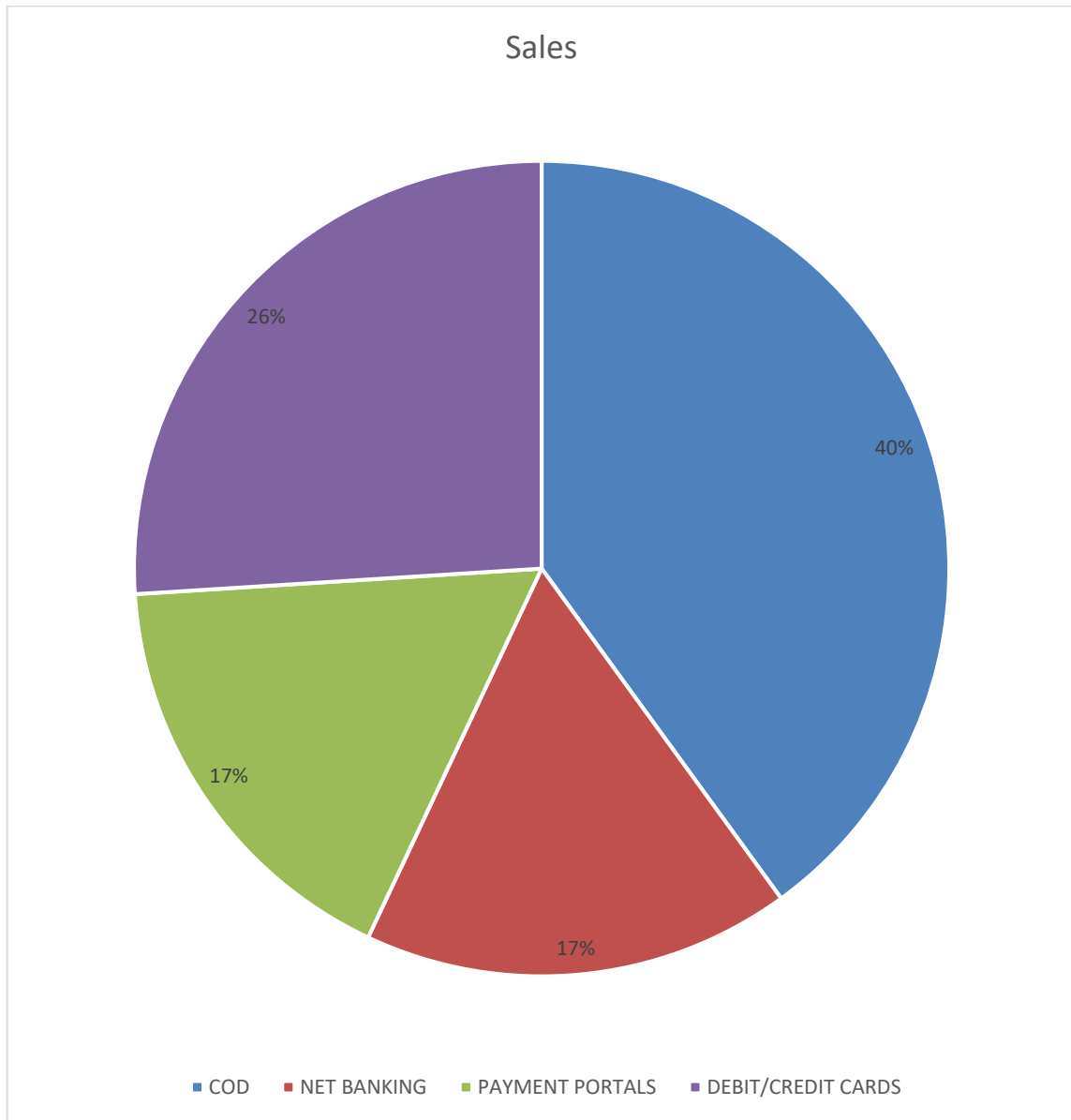
Q 14. THE MOST COMMONLY AVAILABLE PAYMENT OPTIONS FOR FOOD APP CUSTOMERS?

a) COD

b) NET BANKING

b) PAYMENT PORTALS

d) DEBIT/CREDIT CARDS



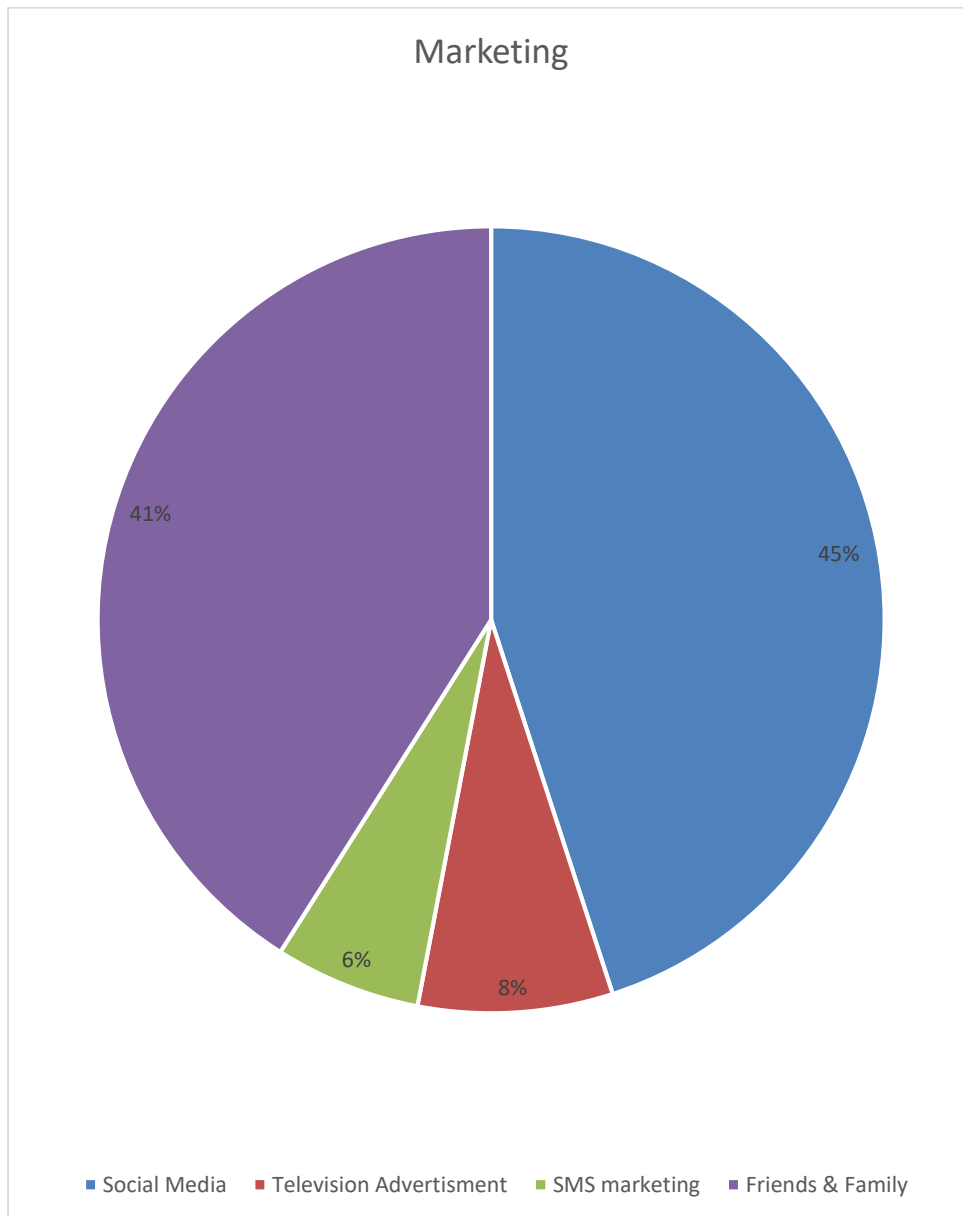
Q 15. SOURCE OF INFORMATION REGARDING MOBILE APP?

a) SMS Marketing

b) Television Adversiment

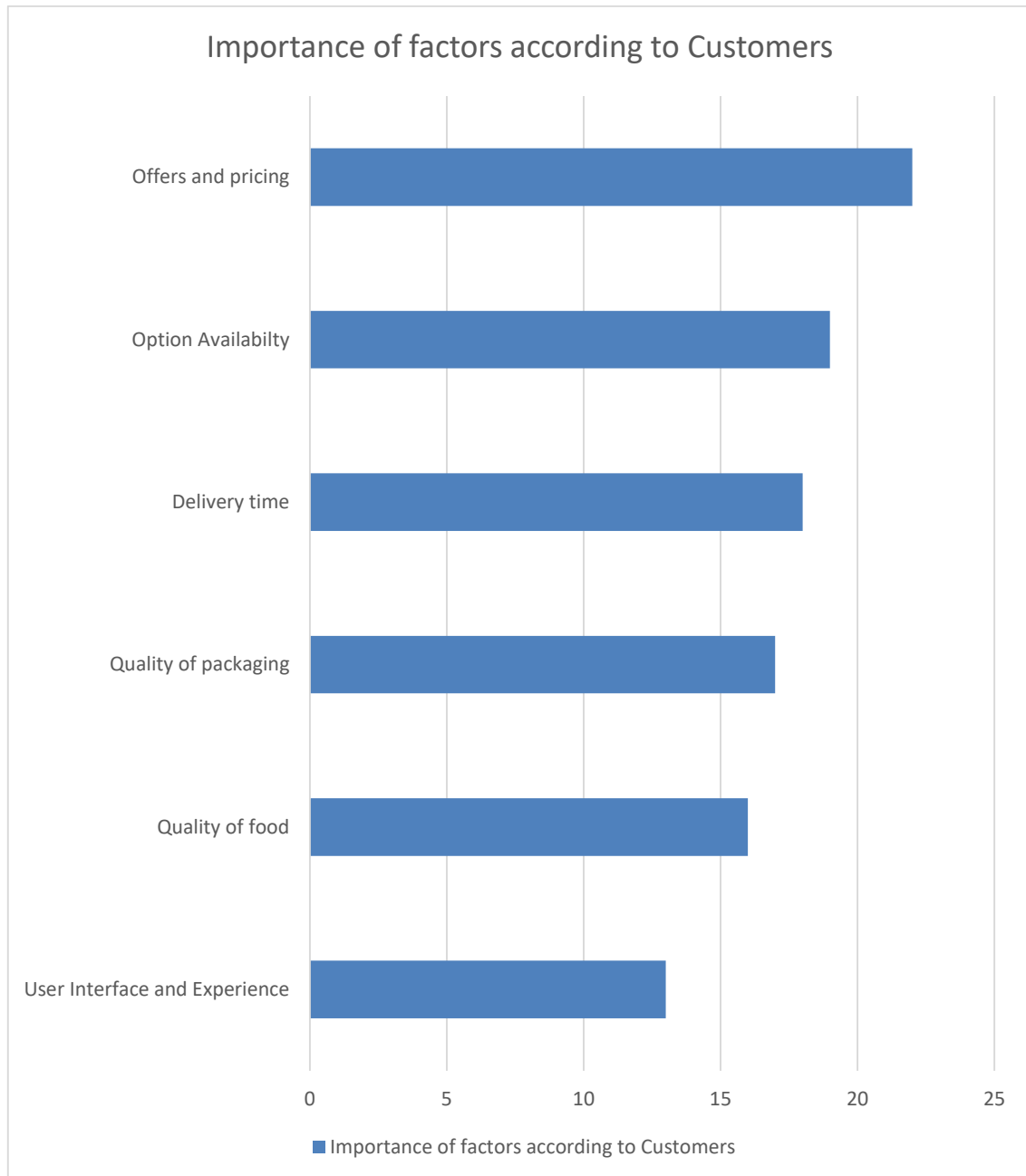
b) Friends and Family

d) Social Media



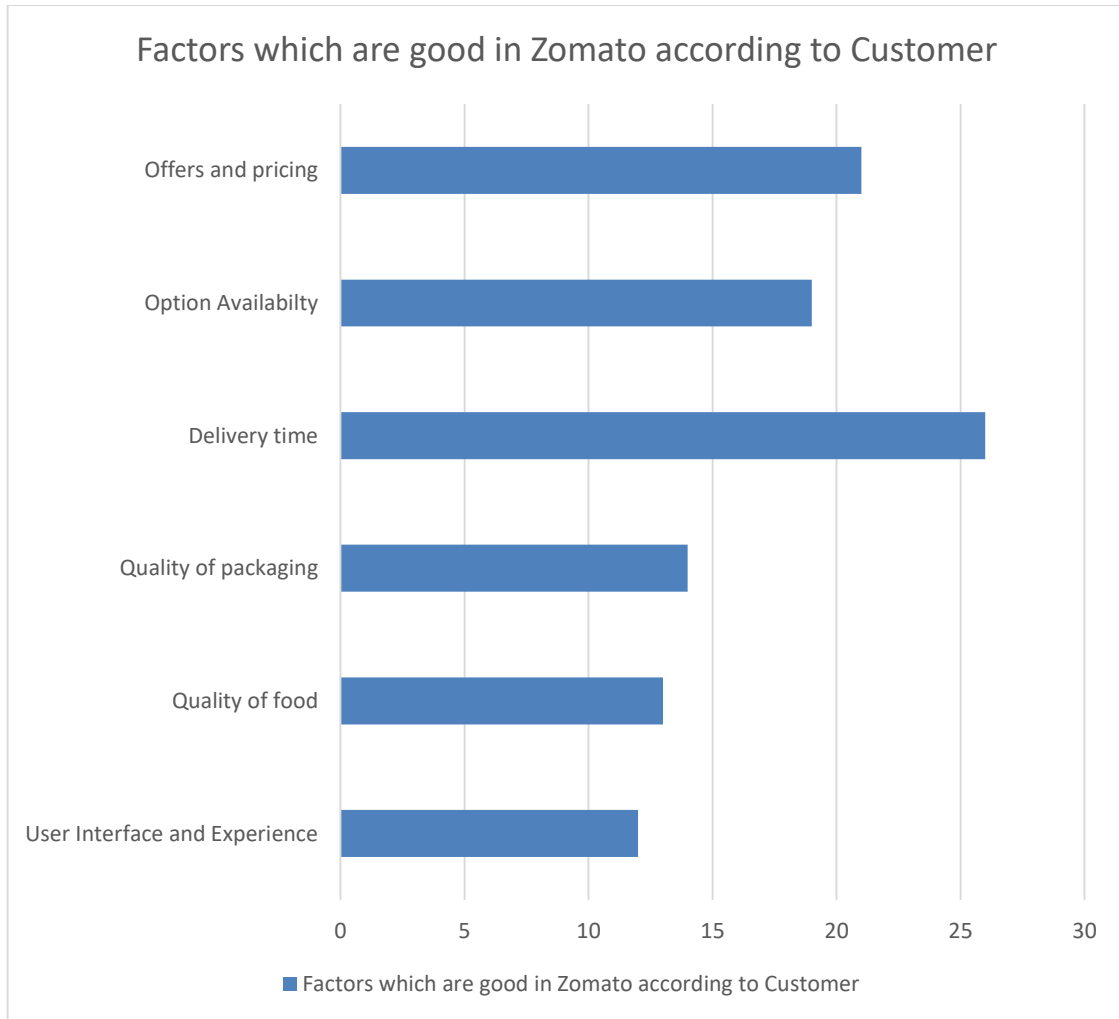
Q 16. Factors which is most important to you while choosing Food Delivery App?

- a) Delivery Time
- b) Quality of Packaging
- c) Offers and Pricing
- d) Options Availability
- e) Quality of Food
- f) User Experience and Interface



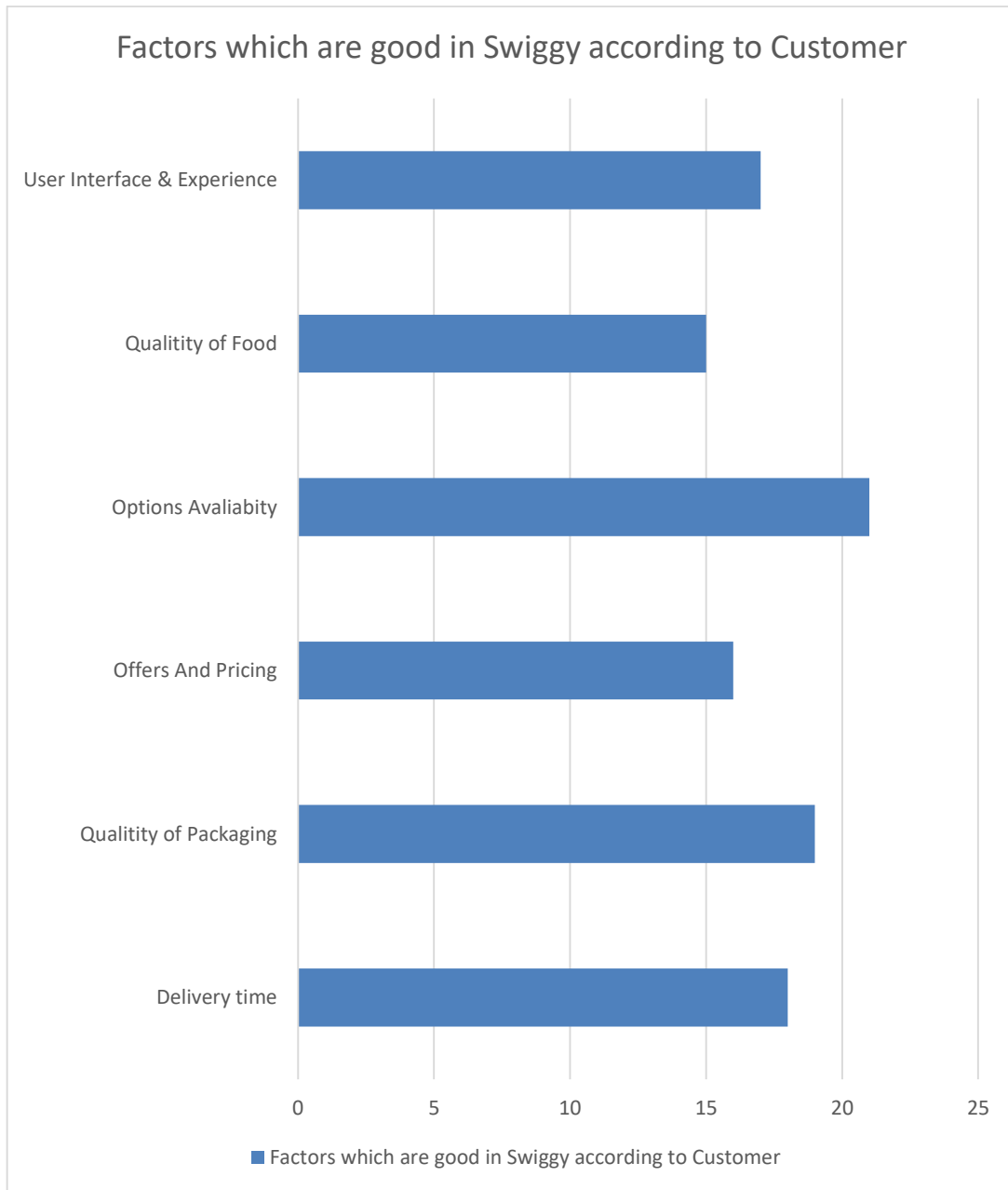
Q 17.Rank these factors in Zomato.

- a) Delivery Time
- b) Offers and Pricing
- c) Quality of Packaging
- d) Options Availability
- e) Quality of Food
- f) User Experience and Interface



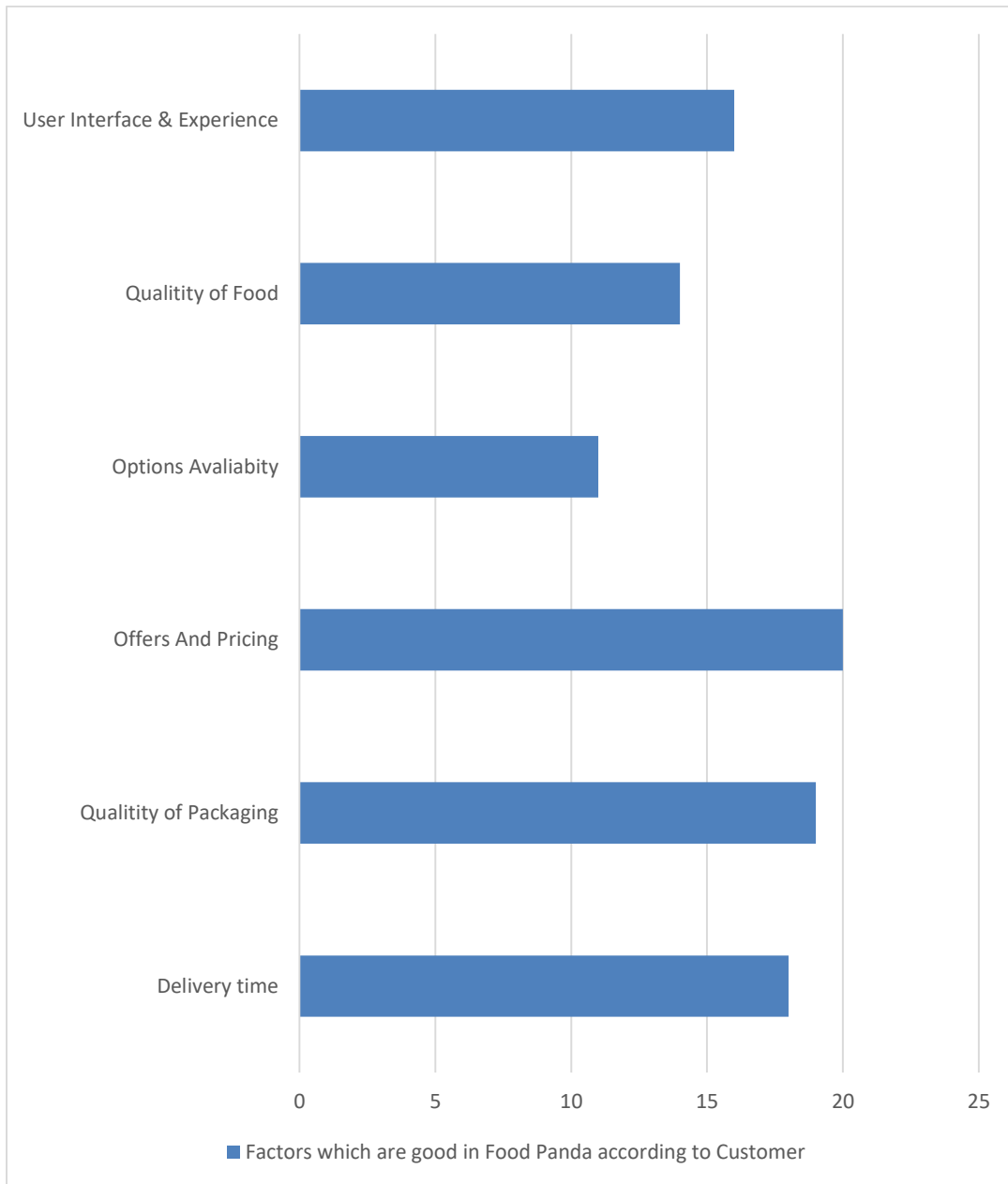
Q 18. Rank these factors in Swiggy.

- a) Delivery Time
- b) Offers and Pricing
- e) Quality of Food
- b) Quality of Packaging
- d) Options Availability
- f) User Experience and Interface



Q 19. Rank these factors in Food Panda.

- a) Delivery Time
- b) Offers and Pricing
- e) Quality of Food
- b) Quality of Packaging
- d) Options Availability
- f) User Experience and Interface



Calculating and Analysing Rank Correlation of the factors which are important to people and the ranking of factors in which Swiggy Excel

$$r_s = 1 - \frac{6 \sum D^2}{n(n^2 - 1)}$$

Rankings of factors

	Factors Important for customers for Choosing their food App to Order	Factors which Companies Ranked Swiggy is Good
Delivery Time	3	3
Quality of Packaging	4	2
Offers and Pricing	1	5
Options Availibilty	2	1
Quality of Food	5	6
User Interface	6	4

Rank Correlation Coefficient = 0.877

CHAPTER – 4

4.1 Findings

- Out of 100 respondents, 3% were below 15 yrs, 12% were 15-19 yrs, 34% were 20-24 yrs, 35% were 25-29 yrs and 15% were 30 yrs and above.
- Out of 100 respondents, 55% of respondents were male and 45% of respondents were female.
- Out of 100 respondents, 15% of respondents were Graduate, 42% were Post Graduated, 6% were businessman, 20% were office going and rest 17 % were retired person.
- 47% of respondents user prefer Swiggy, 37% were prefer Zomato, 6% were using Ubreats and 10% prefer other company.
- 65 % of customer order food online weekly. 23 % customer order food online monthly . 10 % customer order food online fortnight.
- 45 % of customer dinner meal typically order food online. customer (30 %) lunch meal typically order food online. customer (15 %) brakefast meal typically order food online. customer (10 %) snacks meal typically order food online
- 45 % of customer prefer to order food over the mobile app. customer (30 %) prefer to order food over the web browser. customer (45 %) prefer to order food over the mobile app.
- Most of the people prefer App for Faster delivery and Money saving and all the factors like (convenient, Time saving as important factor).
- 45% of respondents' user prefer Swiggy app for food order, 5% of respondents user prefer foodpanda app for food order, 50% of respondents user prefer Zomato app for food order.
- For On delivery Customers prefer Food Panda the most compared to Zomato and Swiggy
- For Easy Accessibility Customer preffered Zomato the Most around 45% followed by Swiggy.
- 56% of respondents user agree with zomato app for More Tie Ups With Most Restuarants, 34% of respondents user agree with Foodpanda app for More Tie

Ups With Most Restuarants, 56% of respondents user agree with other app for More Tie Ups With Most Restuarants.

- 68% of respondents user agree with Swiggy who suggest others, 22% of respondents user agree with Zomato who suggest others. 10% of respondents user agree with other who suggest Food Panda.
- Customers Prefer Cash on Delivery the most as Payment Option followed Debit/Credit Card Payment.
- The information Customers get is from Friends and Family, their second source of information is Social Media Advertisements.
- Factors which are most important for the Customers are in this order Offers and Pricing> Option Avalibity> Delivery Time> Quality of packaging> Quality of Food> User Interface and User Experience.
- Customers Choose Delivery time as best feature for Zomato.
- Customers Choose Option Availability as best feature for Swiggy.
- Customers Choose Offers and Pricing as best feature for Food Panda.
- Now we Analysed That Customers have ranked few factors as Important to them as well as they have Analysed the best features of each App. Now After Calculating the Rank Correlation of best Feature of each App to the factors Customers analyse to choose their food app.
- In Analysis it was found that rank which Correlates to Swiggy's best Features had high Correlation of 8.77 which shows it is positively correlated to customers' needs and wants. s

4.1 CONCLUSION

The most common phrase used by most youngsters today – out of hunger – is “Let’s order food online”. Brands like Swiggy, Zomato, Holachef, Faasos and more are on a cut-throat competition trying to deliver hot and tasty food to their customers, often fighting to steal the deal by a few more sales. The competition to be ahead doesn’t stop there though, and social media is proof to that. These brands are also competing to be the fastest while responding to customer complaints and queries.

We took a sample of public conversations for each brand, through listening over a defined period of time and derived few interesting insights from the same. Swiggy turned out to be the most popular brand among all cloud kitchen based brands, grabbing the highest share of voice. To complete the whole customer experience cycle, Swiggy also made sure to provide the fastest responses to their customers, which was a common concern among customers.

We observed a huge change in the social activity pattern; brands seem to have moved on from the regular Facebook and Twitter and have dominated their posting activities on Instagram. Like most people are beginning to say and if not all, the food tech brands definitely live by “Instagram is the new Facebook”!

Among the various findings, here are a few interesting ones:

1. Swiggy leads the social bandwagon with 35% Share of Voice.
2. People have been talking a lot about the food tech industry over the first quarter, with a distinctive fan growth rate over the month of Feb.
3. Brands have a great understanding of their customers, as they seemed to have synced their active hours while their customers needed them the most.
4. The most powerful way of advertising is through word of mouth and through Social Media.

4.2 LIMITATIONS OF STUDY

There are certain limitations of doing this project especially comprising limitations for doing market research.

- **Costly:** Marketing research is a costly affair. It needs a lot of money to conduct various market research activities. Huge funds are required to pay salaries, prepare questionnaires, conduct surveys etc.
- **Time consuming:** Marketing research is a lengthy and time-consuming process. This process involves many important steps. Generally, it takes at least 3-6 months to solve a marketing problem. Therefore, it can't be used in urgent situations.
- **Limited scope:** Marketing research solves many business related problems but it can't solve all business problems. It cannot solve problems related to income, expenditure, relationship etc. thus its scope is limited.
- **Can't predict consumer behavior:** Marketing research collects data about consumer behavior. However, this data is not accurate because consumer behavior keeps on changing and cannot be predicted. It is also very complex as it is influenced by social, religious, economic and other factors.
- **Non availability of reliable data:** The quality of marketing research report depends on the quality of collected data. However, it is very difficult to find latest and trustworthy data.
- **Can be misused:** Sometimes, marketing research is misused by the company. It is used to delay decision. It is used to support the views of a particular individual.

4.3 SUGGESTION

1. There is a strong Competition among different brands for acquiring the marketspace.
2. Company should target the right customer and through right Channel.
3. Most of the Customers Are Youth who are post graduates or going to offices so marketing strategies should be made accordingly.
4. The product development is also an important factor as the needs of the customer keeps changing with time
5. Agriculture in the city should be encouraged and promoted.

BIBLIOGRAPHY

BOOKS:

- "How Energy-Efficient Light Bulbs Compare with Traditional Incandescents". energy.gov. Retrieved 31 August 2016.
- "CFLs vs. LEDs: The Better Bulbs". greenamerica.org. Retrieved 31 August 2016.
- "Lightbulb Efficiency Comparison Chart". greatercea.org. Retrieved 31 August 2016.
- "LEDs Will Get Even More Efficient: Cree Passes 300 Lumens Per Watt". forbes.com. Retrieved 31 August 2016.
- Jacques, Carole (28 January 2014) LED Lighting Market to Grow Over 12-Fold to \$25 Billion in 2023, Lux Research
- Bergesen, Joseph D.; Tähkämö, Leena; Gibon, Thomas; Suh, Sangwon (2016). "Potential Long-Term Global Environmental Implications of Efficient Light-Source Technologies". *Journal of Industrial Ecology*. 20 (2): 263. doi:10.1111/jiec.12342..
- Damir, B (2012). "Longevity of light bulbs and how to make them last longer". RobAid. Retrieved 10 August 2015.
- Whelan, M. (2013). "Arc Lamps". Edison Tech Center. Retrieved November 22, 2014.
- Nakamura, S.; Mukai, T.; Senoh, M. (1994). "Candela-Class High-Brightness InGaN/AlGaIn Double-Heterostructure Blue-Light-Emitting-Diodes". *Appl. Phys. Lett.* 64 (13): 1687. Bibcode:1994ApPhL..64.1687N. doi:10.1063/1.111832.
- 2006 Millennium technology prize awarded to UCSB's Shuji Nakamura. Ia.ucsb.edu (15 June 2006). Last retrieved on 22 June 2016.
- "The Nobel Prize in Physics 2014 – Press release". www.nobelprize.org. Retrieved 7 October 2014.

REFERENCES

- <https://www.swiggy.com/>
- <https://www.swiggy.com/about>
- <http://www.pce.uw.edu/courses/data-analysis-methods.html>
- <http://www.restaurantindia.in/article/growth/expansion/Online-food-delivery-sees-a-boom.a137/>
- <http://blog.zomato.com/post/94342869876/three-problems-we-are-trying-to-solve-at-zomato>
- <http://yourstory.com/2015/02/zomato-announces-online-food-ordering-india/>
- <http://www.financialexpress.com/article/companies/foodpanda-raises-110-mn-from-rocket-internet-rohit-chadda-says-targetting-15000-restaurants-across-india/53218/>
- <https://www.Mobile App .com/>
- <http://www.hungryforever.com/story-mumbai-based-food-ordering-app-Mobile App />